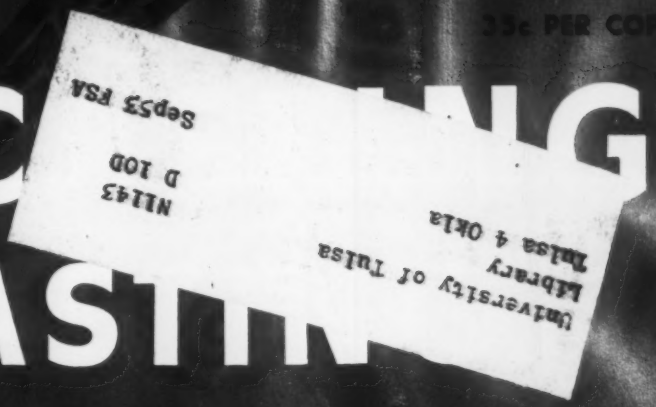
OCTOBER 20, 1952 ... 35c PER COPY

BROADCASTING TELECASTING



IN THIS ISSUE:

ABC Single Rate Plan Studied
Page 23

Spot Stressed For '53 Autos
Page 25

How Stations Are Handling Politics
Page 28

Giveaway Case Set For Court
Page 37

TELECASTING
Begins on Page 63

The Newsweekly of Radio and Television

22nd year

announcing
"the 2 for 1 plan"

This plan permits you to air your shows simultaneously on WOR-TV, New York, and WFIL-TV, Philadelphia, at less cost than New York TV alone...on some stations.

WOR-TV New York

+

WFIL-TV Philadelphia

Now you can get profitable sales results in the world's richest TV area...a two-city market where a full fourth of the nation's TV families live.

Get complete data today on this new route to the heart of TV America!

In New York
WOR-TV SALES
1440 Broadway
New York 18, N. Y.
LOngacre 4-8000

In Philadelphia
WFIL-TV SALES
45th and Market Street
Philadelphia 39, Pa.
EVergreen 2-4700

TECHNICAL ROOM

UNIVERSITY OF TULSA
OCT 21 1952
LIBRARY

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AMERICAN AMOCO GAS

DOES A COMPLETE JOB . . .

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . { WMBG WCOD WTVR

Motorists watch for the red and white Amoco oval sign of greater value as they travel through the 19 states from Maine to Florida. They know that Amoco-Gas, Permalube Motor Oil, and other products of the American Oil Company are the quality result of expert and rounded knowledge.

Virginians see in Havens & Martin Stations (WTVR, WMBG, WCOD) the same calibre of know-how in radio and TV broadcasting. That's why they look to Havens & Martin Stations for their entertainment and public service. Together, Havens & Martin Stations comprise the first complete broadcasting institution of the South. Today they represent the most efficient way to sell Virginians.

FIRST STATIONS OF VIRGINIA

WMBG AM **WCOD** FM **WTVR** TV

Havens & Martin Inc. Stations are the *only* complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.

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DOES YOUR PRODUCT BELONG in the KITCHEN?

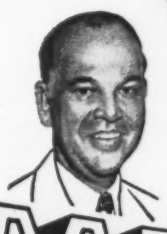
it will pay you
to find out more
about PAT WARD

Columbus Ohio is SERVED AND SOLD by

Channel 6 WTVN TV
COLUMBUS OHIO

Columbus, Ohio loves Pat Ward and her woman's participation programs; you will, too, when you see what she does to your sales chart in this rich Central Ohio market. Write today for full details.

★ RADIO
★ TV
★ NEWSPAPER



National Representative
Headley-Reed Co.

an EDWARD LAMB Enterprise

Edward Lamb Enterprises, Inc., New York Office, Hotel Barclay, 111 E. 48th Street
Home Office, 500 Security Bldg., Toledo, Ohio

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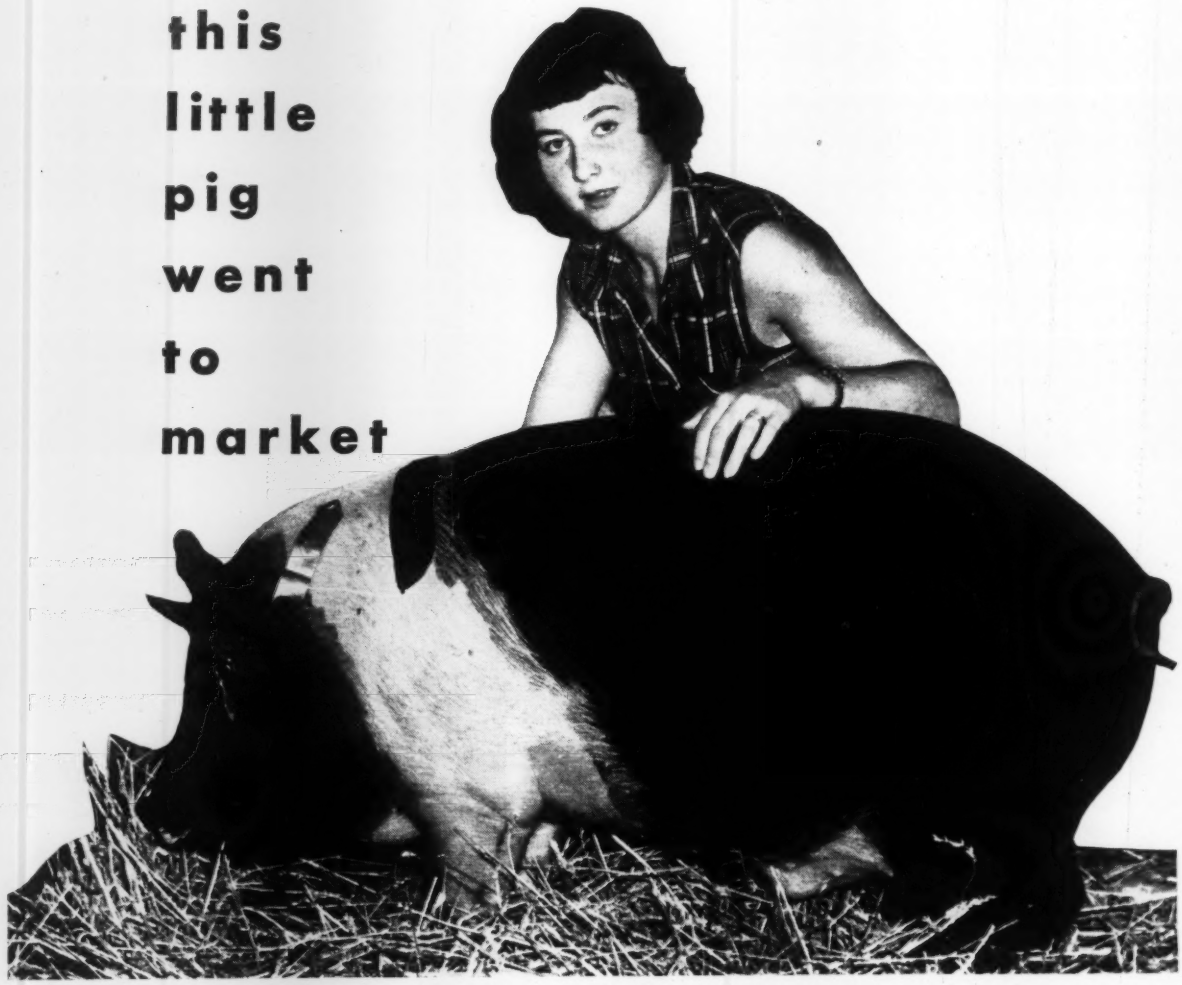
XUM

this little pig went to market



The largest stockyards east of Chicago — Lancaster, Pennsylvania's Union Stockyards, serving Reading, York, Harrisburg, Lebanon and other areas — overflowed with a profusion of pigs one day recently. Occasion was the Lebanon-Lancaster County 4-H Pig Round-up and Sale, and naturally, a WGAL-TV crew was on hand to bring the day's highlights to the many interested farm families in WGAL-TV's large Eastern Pennsylvania viewing audience. The camera followed Tom King, livestock specialist from Penn State College, as he judged the pigs, and also caught a glimpse of young Lorraine Eshleman, of Lebanon, with her carefully tended entry. Both on its news shows and its popular "Television Farmer" show, WGAL-TV took its farm viewers straight to the scene of the round-up, gave them a clear and complete story of this interesting agricultural event.

WGAL-TV
Lancaster
Pennsylvania
A Steinman Station
Clair R. McCollough, *Pres.*

Represented by

ROBERT MEEKER ASSOCIATES
New York **Chicago** **Los Angeles** **San Francisco**

at deadline

CLOSED CIRCUIT

AMAZING REPORTS of attempted blackmail upon legitimate applicants for TV facilities are reaching Washington. It works this way: Individual confronts unopposed TV applicant and threatens to file for same facility, thus throwing it into hearing, unless he (1) is paid off (recently one request was for $20,000) or (2) is given interest in applicant company.

FCC, RE ABOVE, is not unaware of shakedown attempts, which are called "strike applications." While no official cases have come before it, FCC is on look-out, and it informally admonishes stations to steer clear of such propositions. Such abuses, it's argued on FCC's behalf, stem from manpower shortage which delays handling of applications which are uncontested and plays into hands of shake-down artists.

GREY ADV., New York, conferring with Alfred Hollender, partner of Louis G. Cowan, program package firm, New York, on possibility of taking on additional task of handling radio and television for agency.

RECONTROL of radio-TV parts without hearing last week by OPS has caused concern among Radio-Television Mfrs. Assn. members. It is learned that OPS is checking recent price boosts on radio and TV receivers although sets are still below "ceiling prices." OPS originally took into account two price jumps when it decontrolled receivers and parts last August (see story page 62.)

MUNN, MULLAY & NICHOLAS Inc., Columbus Advertising agency, has named Wyatt & Schuebel, New York, as its radio and television department effective immediately. First assignment on new account for W&S is radio spot campaign for Detergents & Corp. (makers of "all" washing machine detergent). "all" campaign is being prepared by W&S for early November launching date.

TAKING PRACTICAL approach to *Voice of America*, plans were devised last Wednesday at meeting of Radio Advisory Committee of U. S. Advisory Commission on Information, to implement and consolidate *Voice* operations, notably in technical phases. Meeting first with Dr. Alfred H. Morton, newly appointed *Voice* head and like most sessions involving State Dept., was classified. Involved in technical streamlining may be consolidation of certain short-wave beams, improvement of plants, and counter-measures on jamming. Restated was government preference for operation of transmitters through private licenses. Committee members include T. C. Streibert, General Teleradio board member, chairman; John H. DeWitt, WSM, technical subcommittee chairman; Charles R. Denny, NBC; Howard S. Meigham, CBS; Charles Crutchfield, WBT; Jack Harris, KPRC; G. Richard Shafto, WIS; Bill Fay, WHAM; Don Fedderson, KLAC.

WITH UPCOMING elections, there will be expected deluge of requests from daytime stations to FCC for authority to operate all night

(Continued on page 6)

CBS GETS PRICES

CBS RADIO querying affiliates on their charges for 30, 60, and 90-second local cut-ins, explaining they're bringing records up to date to be in better position to aid advertisers who want to implement network coverage by buying, at local level, extra spots within their own network shows.

OGDEN IN NBC POST

APPOINTMENT of Clifford Ogden, former vice president and general manager of the broadcast division of Capitol Records, as supervisor of NBC's West Coast TV film sales is to be announced today (Monday) by John D. Cron, national sales manager for NBC television films. Mr. Ogden, currently developing his staff and sales plans from NBC Hollywood offices, will have charge of promoting sales of such NBC films as *Hopalong Cassidy, Dangerous Assignment, Lilli Palmer Show*, and *Douglas Fairbanks Jr. Presents* in western half of U. S. He is slated to fly to New York tomorrow to confer with Robert W. Sarnoff, vice president in charge of NBC television film division, and Mr. Cron.

ABC CHICAGO MEET

RATES CAME in for additional comment in Chicago Friday as ABC conducted its third in series of five regional meetings for affiliates. Hosts at Blackstone Hotel were Robert E. Kintner, ABC president; Ernest Lee Jahncke Jr., assistant to president; Charles T. Ayres, vice president, radio network; Ted Oberfelder, director of radio owned stations; Alfred R. Beckman, national director, AM-TV station relations, and John H. Norton Jr., ABC Chicago vice president.

NEW NARTB TV MEMBERS

THREE new television stations have joined NARTB, bringing membership to 93, President Harold E. Fellows announced Friday. New members are KFEL-TV Denver; WWLP (TV) Springfield, Mass., and KDUB (TV) Lubbock, Tex. All are post-freeze stations.

BUSINESS BRIEFLY

RADIO SPOT TEST ● Gerber's Baby Food planning 13-week test radio spot announcement campaign directed at farm wives. Ten announcements to be used weekly. If successful, full-size campaign will be undertaken. Agency, D'Arcy Adv., N. Y.

SIXTY-MARKET DRIVE ● Crosley Div. of Avco Mfg. Corp. (TV sets), through BBDO, N. Y., planning three-week radio spot announcement campaign to start Nov. 17 in 60 markets. Minutes and station breaks will be used.

EARLY NEXT YEAR ● U. S. Time Corp., through Hirshon-Garfield, N. Y., will use 104 announcements for radio campaign to start early next year. Agency is considering personality shows in smaller markets.

SWITCH CAMPAIGN ● Electrolux (vacuum cleaners) cancelled its current radio spot campaign in 102 markets last week and will use money thus saved in another, six-week campaign in 20 new radio markets. Agency, BBDO, N. Y.

GOP IN NEW YORK ● New York Republican State Committee sponsoring speeches on behalf of Eisenhower-Nixon-Ives ticket by Gov. Thomas E. Dewey over nine New York state CBS Radio affiliates tomorrow (Tuesday) from 6:15-6:30 p.m. EST and by Sen. Irving M. Ives (R-N. Y.) over six New York state CBS-TV affiliates tomorrow (Tuesday) from 7:15-7:30 p.m. EST.

EISENHOWER TALK ● Citizens Committee for Eisenhower-Nixon signs for 11-12 midnight election eve on CBS-TV for talk by Gen. Eisenhower.

FCC Source Disclaims Interest in GOP Schedule; Stations Attack Ball 'Scare Tactics'

CHARGE "volunteer" Democrats are trying to frighten radio and TV stations into giving them details of Republican radio-TV plans for final two weeks of Presidential campaign was made Friday as 300 outlets received telegrams in which FCC's name was used repeatedly.

In sequel to FCC's denial of Democratic group's demand that it investigate so-called Republican radio-TV spot blitz [B•T, Oct. 13], George W. Ball, executive director, National Volunteers for Stevenson, contacted radio-TV outlets in 63 "critical" counties where organization contends GOP will conduct pre-election saturation drive [CLOSED CIRCUIT, Oct. 13].

Mr. Ball told BROADCASTING • TELECASTING there was no intent to coerce or mislead stations.

No official comment was available at FCC but one highly placed figure told BROADCASTING • TELECASTING that Democratic telegram looked like effort to "scare licensees."

"Any licensee should understand that if the Commission wants information it will ask for it directly," this official said. "We wouldn't ask any political organization to get this information for us. The purpose of this inquiry should be so apparent as not to fool any licensee. It looks like a smoke-screen effort to learn Republican plans."

Moreover it was pointed out regulations simply provide stations shall maintain records on political broadcasts for "public inspection." This does not require them to answer questionnaires from private interests or to supply data on "future" business commitments.

It was learned that FCC informally had been queried by combined broadcasters in one large city and had advised them they are

(Continued on page 98)

for more AT DEADLINE turn page

XUM

at deadline

TV COST STUDY URGED BY NARTB DISTRICT 2

NARTB asked to appoint committee to study TV costs and advertising values as basis for realistic TV station rates in resolution adopted Friday by District 2, meeting at Westchester Country Club (early story page 24).

Proposed by R. B. Hanna, WRGB (TV) Schenectady, resolution followed discussion of rates by panel comprising Robert D. Swezey, WDSU-TV New Orleans, chairman; Raymond F. Guy, NBC; Irving Rosenhaus, WATV (TV) Newark; William Fay, WHAM-TV Rochester; Paul Adanti, WHEN (TV) Syracuse; Richard P. Doherty, NARTB.

In discussion of UHF, Mr. Guy reported terrain is very important, with probability that wherever there is optical shadow there will also be radio shadow. Portland, Ore., with city on plain but with adjacent hilltop antenna site, is ideal for UHF, he asid.

Resolution that since broadcasters have little or no protection against increases in operating costs, present policy of allowing 12 months rate protection to advertisers should be cut to 180 days was adopted. Resolutions committee headed by William Doerr Jr., WERR Buffalo, with Charles Phillips, WFBL Syracuse; Mr. Hanna and Craig Lawrence, WCBS-TV New York, as members.

FILED AT FCC

ALTHOUGH no new applications were submitted to FCC Friday, there was one amended application tendered, one request from existing station for power increase and one engineering section for new TV station application filed which had been omitted when application was filed earlier in week.

Application Amended

Kansas City, Kan.—The KCKN Bcstg. Co., uhf Ch. 5, ERP 100 kw visual, 50 kw aural. Change antenna height above average terrain to 774 ft., above ground to 704 ft. [For application, see B•T, July 14.] City priority status: Gr. B-4, No. 186. (Applicant seeks Kansas City., Mo., channel.)

Requests Power Increase

WKTV (TV) Utica, N. Y.—Copper City Bcstg. Co., vhf Ch. 13. CP to increase ERP to 221.8 kw visual. 118.5 kw aural; antenna height above average terrain 794 ft., above ground 447 ft. Transmitter GE. Estimated cost of new equipment $83,590.

Engineering Sections Filed

Wausau, Wis.—Wisconsin Valley Television Corp., vhf Ch. 7, ERP 100.5 kw visual, 60.4 kw aural; antenna height above average terrain 748 ft., above ground 474 ft. Studio location to be determined. Transmitter location 4 mi. SW of Wausau on Rib Mtn. Road, on Rib Mtn., near site of WHRM (FM). Geographic coordinates 44° 55' 03" N. Lat., 89° 40' 30" W. Long. [See application, page 97.] City priority status: Gr. A-2, No. 160.

AFTRA DEADLOCK

AFTRA negotiations with Chicago's five Class A stations came to deadlock Thurs., with managers issuing "final offer", no change from contracts now effective and which expire Oct. 31. Union seeks adjusted pay for commercials plus fringe benefits. AFTRA and NABET engineers' union studying dismissal of 11 engineers, five announcers and sound effects man from WGN, which slashed its staff by about 40 earlier in week (see earlier story).

PEOPLE ACT SERIES

REBROADCAST use by 183 stations in U. S. and Canada of *The People Act* series, originally offered on CBS Radio, was announced last week by People Act Center. Series was one of initial presentations of TV-Radio Workshop of Ford Foundation.

In this Issue—

IS a single rate for day and evening time in radio's future? ABC thinks so and is revising its rate card to that end—target date: Next April *(Page 23)*. A Foote, Cone & Belding executive thinks it will be common practice in a year *(Page 24)*. Raymond Spector thinks it should be done now *(Page 24)*.

MBS revises rates to meet the competition with other radio networks. There's one unique angle in Mutual's plan: Differentials in charges in TV and non-TV markets. *Page 23.*

TEN auto makers are planning heavy radio spot campaigns to announce the introduction of new models. *Page 25.*

NARTB and American Assn. of Advertising Agencies adopt standard TV spot contract form. It's the result of a two-year job by both organizations. *Page 25.*

RADIO and TV can both survive if both conduct themselves intelligently. That's the message of a man who handles $35 million worth of radio-TV accounts — Arthur Pryor of BBDO. *Page 27.*

HOW do stations really handle politics? A national survey conducted for a Ph.D. degree by a practicing broadcaster gives the answers. Some will surprise everybody. *Page 28.*

THE election won't be won by the bigger broadcast audience rating, but some new Nielsen figures on comparative broadcast performances by the Presidential candidates are the subject of close study by the politicians. *Page 29.*

COURT test of the three-year-old FCC rules against giveaway programs may finally come in December. *Page 31.*

NARTB District 3 demands investigation of embargos on radio-TV coverage of public and sports events. *Page 42.*

NATIONAL Collegiate Athletic Assn.'s television chairman says subscription television will enable colleges to telecast football games without losing their shirts at the stadium box-office. *Page 65.*

FCC grants three vhf and two uhf commercial stations. *Page 65.*

Upcoming

Oct. 20-22: IRE-RTMA annual meeting, Hotel Syracuse, Syracuse, N. Y.

Oct. 20-23: Financial Public Relations Assn. annual convention, Coronado, Calif.

Oct. 28-29: AAAA Eastern Conference (New York, New England & Atlantic Councils) fall regional convention, Roosevelt Hotel, N. Y.

Nov. 6-7: NARTB Radio Standards of Practice Committee, NARTB Hdqrs., Washington.

(Other Upcomings, Page 86)

Closed Circuit

(Continued from page 5)

to cover balloting. Several years ago FCC abolished such special temporary authorizations (STA) and, it's said, it will stick to its guns this time, too, in view of fact that virtually entire country can get election service from regularly licensed stations without upsetting allocations pattern.

IN RAMPANT rumor category last week: (1) That some affiliates might attempt to sue networks on rate cuts, (2) That FCC might undertake investigation of so-called monopoly TV stations, (3) That FCC will enter mass production phase of TV grants anytime. Answers: (1) There's been wild talk, but no action by any responsible group of affiliates; (2) Nothing to it since FCC realizes licensees were not responsible for such situations and those in larger markets would welcome competition anyway; (3) Can't be done because of manpower shortage and it's likely that grants will trickle out in lots of several to about dozen per week.

ROY HOFHEINZ, former county judge and part owner of KTHT Houston, KSOX Harlingen and KACE Dallas, is one of four candidates for mayor of Houston. According to informed sources, he stands excellent chance of succeeding Mayor Oscar Halcomb, who has served 28 years and who is supporting militant broadcaster-attorney. Each candidate is using seven quarter-hours on KPRC-TV, Houston's only video outlet.

"SOFT FREEZE" on TV, imposed Oct. 15 and which stops designation for hearing of applicants seeking same facilities until Commission catches up on current hearing backlog, should not run more than two months according to inside FCC estimate. At that time, it's calculated, FCC will resume designations and hopes also to have additional manpower assigned to work to handle current volume.

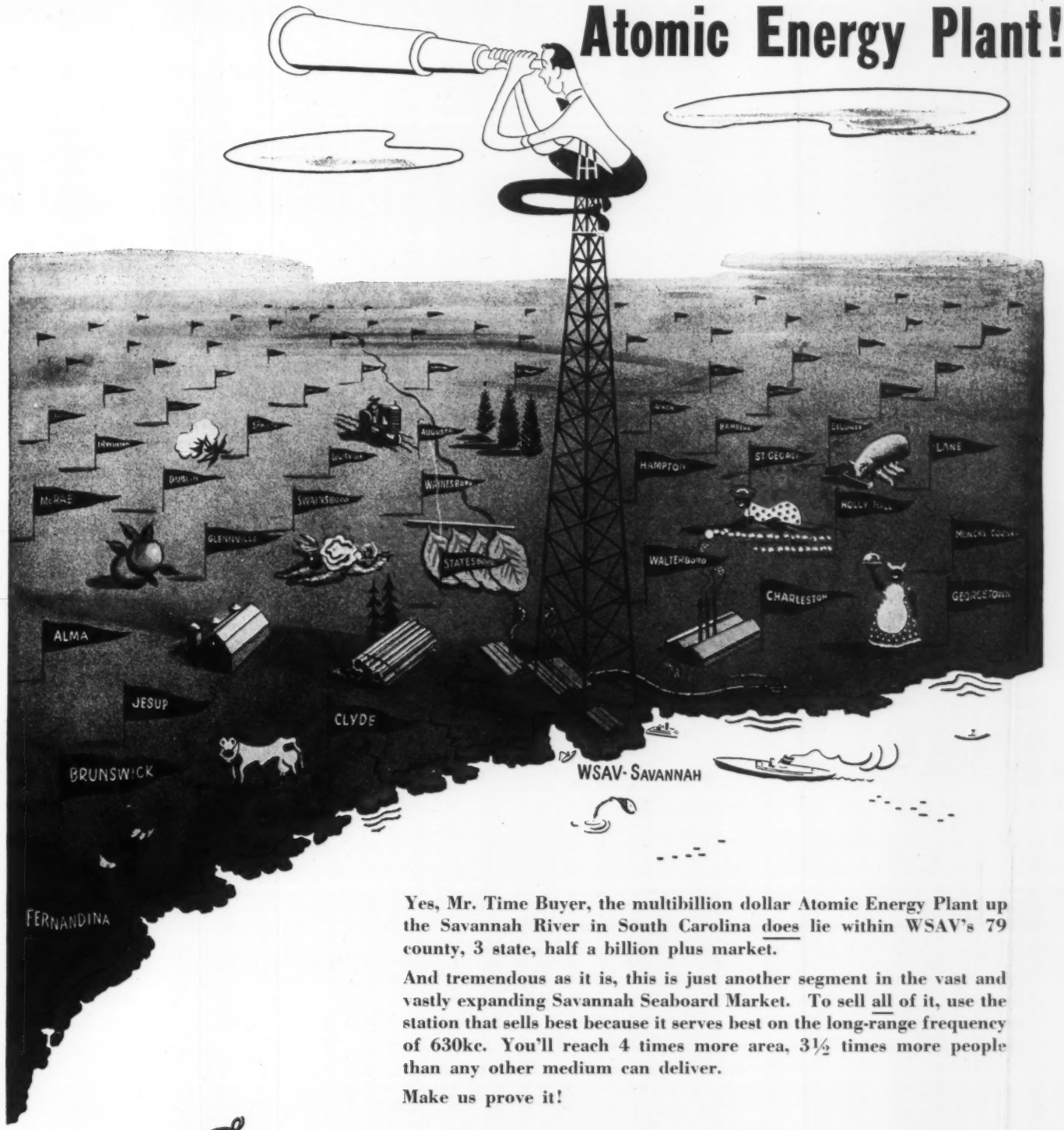
NEW TV station in Lubbock (Ch. 13) has been assigned call KDUB (TV) and already has entered primary affiliation with CBS-TV. Licensed to Texas Telecasting Inc., operation is headed by W. D. (Dub) Rogers, former head of KEYL (TV) San Antonio and former NARTB TV director. Target date not yet set but DuMont equipment already in hand, with ground broken last week.

PRESS FREEDOM (and radio, of course) which has been taking drubbing in non-democratic nations, appears headed for more trouble. There are ominous reports from both Iran and Chile which are causing our diplomats concern.

PRESUMABLY anticipating hot time in Congress next session on radio-TV broadcasts of committee proceedings, Sigma Delta Chi, national journalistic fraternity, has scheduled forum on overall topic at its 33d National Convention in Denver. Among scheduled participants are: Ted Koop, associate director of news, CBS Radio, Washington; William Ray, manager, news, press & public affairs, NBC Chicago; Charles Campbell, British Information Service, Washington, and E. Ray Campbell, attorney and president of Denver Post Printing & Publishing Co.

for more AT DEADLINE see page 98

All Clear at the Savannah River Atomic Energy Plant!



Yes, Mr. Time Buyer, the multibillion dollar Atomic Energy Plant up the Savannah River in South Carolina does lie within WSAV's 79 county, 3 state, half a billion plus market.

And tremendous as it is, this is just another segment in the vast and vastly expanding Savannah Seaboard Market. To sell all of it, use the station that sells best because it serves best on the long-range frequency of 630kc. You'll reach 4 times more area, 3½ times more people than any other medium can deliver.

Make us prove it!

It's 630 in Savannah **WSAV** 630 kc. 5,000 watts Full Time

NBC AFFILIATE

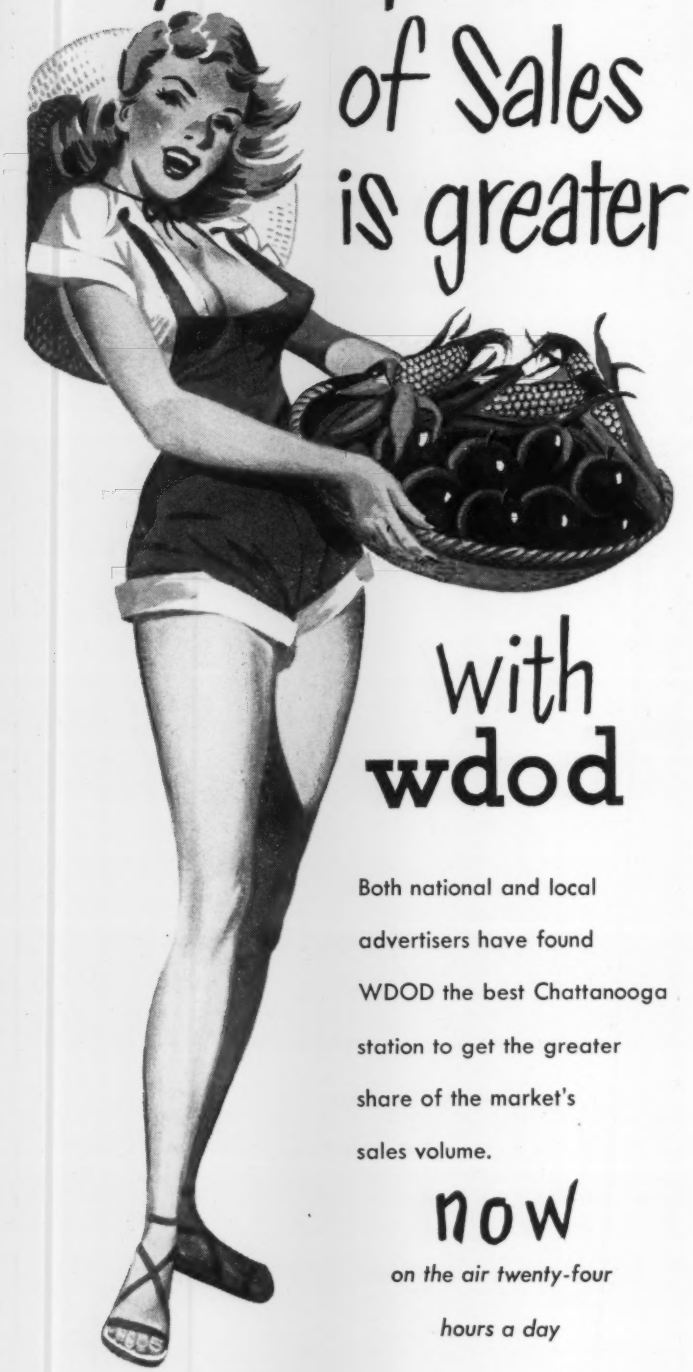
REPRESENTED BY

JOHN BLAIR & COMPANY

SOUTHEASTERN REPRESENTATIVE:
HARRY E. CUMMINGS

XUM

Your Harvest of Sales is greater



with **wdod**

Both national and local advertisers have found WDOD the best Chattanooga station to get the greater share of the market's sales volume.

now

on the air twenty-four hours a day

wdod AM—5,000 watts FM—44,000 watts

CHATTANOOGA'S PIONEER STATION

National Representatives

Paul H. Raymer Company

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. **Telephone ME 1022**

IN THIS BROADCASTING . . .

Agency Beat	14
Aircasters	58
Allied Arts	60
Editorial	52
FCC Actions	89
FCC Roundup	95
Feature of Week	16
Film Report	80
Front Office	54
New Business	12
On All Accounts	14
Open Mike	18
Our Respects to	52
Programs, Promotion, Premiums	83
Strictly Business	16
Telestatus	76
Upcoming	86

TELECASTING Starts on page 63

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Annual subscription for 52 weekly issues: $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00.

Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy: 53rd and 54th issues: $5.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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WWJ's *New Listens*

BOB MAXWELL . . . Fraternity of Early Risers. A *New Listen* at 6:30 A. M. Monday through Friday.

JOHN MERRIFIELD . . . News for Detroiters. A *New Listen* at 7:00 A. M.—9:00 A. M.

VICTOR LINDLAHR . . . "To Your Health." A *New Listen* at 9:15 A. M. Monday through Friday.

TOM MacMAHON . . . News From The Editor's Viewpoint. A *New Listen* at 1:00 P. M. and 2:00 P. M.

ROSS MULHOLLAND . . . Detroit's most-quoted disc jockey. A *New Listen* at 1:05 P. M. Monday through Friday.

CHARLES PENMAN . . . The Voice With Music. A *New Listen* at 7:00 P. M. Monday through Friday.

Detroit's Station of *New Listens* . . . .

WWJ AM-FM
Basic NBC Affiliate
First Michigan TV Station, WWJ-TV

AM—950 KILOCYCLES —5000 WATTS
FM—CHANNEL 246 —97.1 MEGACYCLES

The best in programming—for the best in listening

THE WORLD'S FIRST RADIO STATION . . . *Owned and Operated by* THE DETROIT NEWS . . . *National Representatives:* THE GEORGE P. HOLLINGBERY COMPANY

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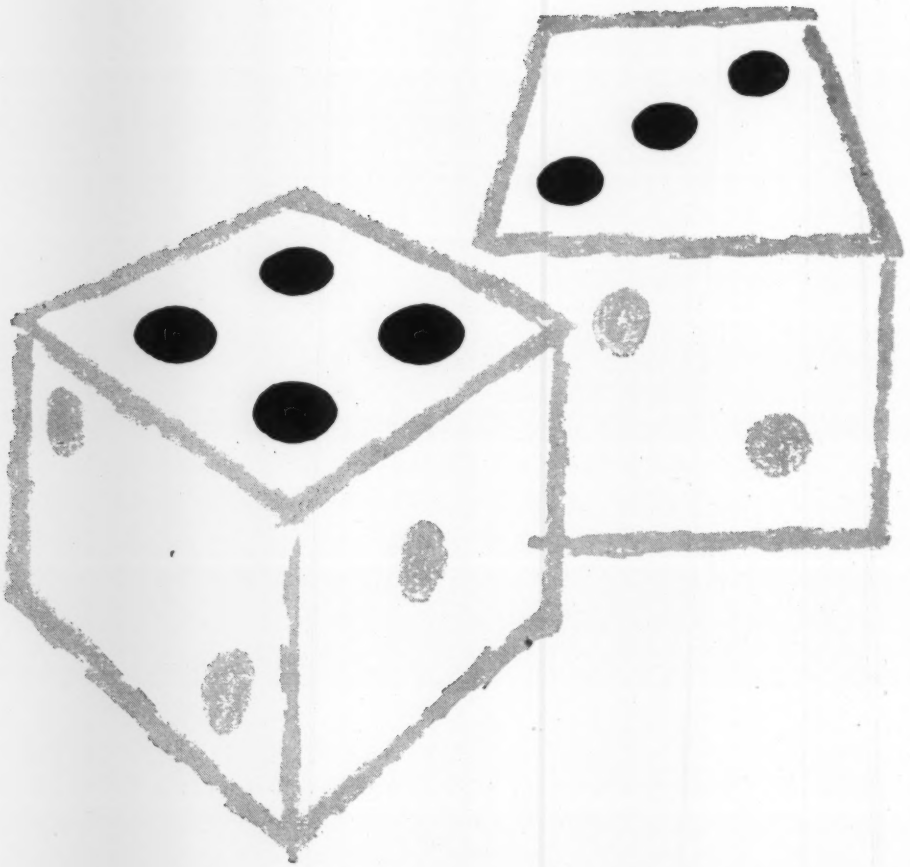
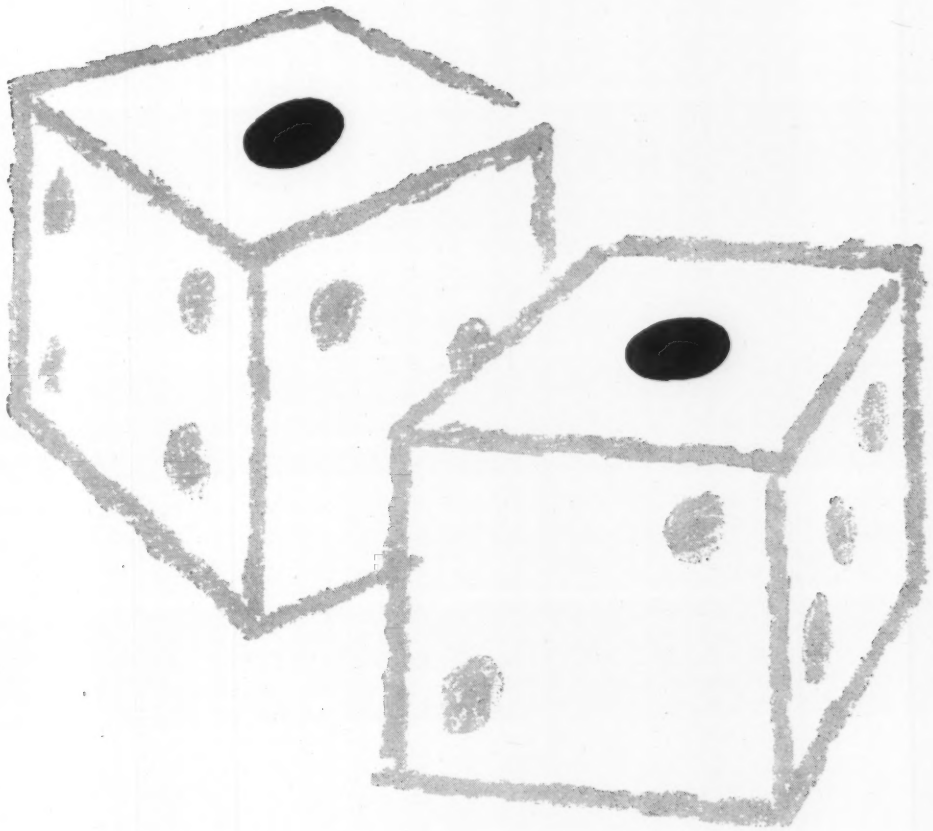


some spots are better t

For the best spot, at the right time, at the right place

XUM



than others

It isn't by chance . . . it's by *choice* that television advertisers concentrate on the markets represented by NBC Spot Sales.

They know that television can sell more customers in markets where *set saturation* is highest.

In the 8 major markets where television stations represented by NBC Spot Sales are located, *75%* of the families have television sets – compared to an average saturation of 58% for all other television areas. In addition, *these 8 markets account for one-half of all U. S. television homes.*

Yes, some markets are better than others for the television advertiser – so when you want to get the most out of spot television, call NBC Spot Sales.

representing
TELEVISION STATIONS:

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WNBK	*Cleveland*
WNBW	*Washington*
WRGB	*Schenectady-Albany-Troy*
WNBT	*New York*
WNBQ	*Chicago*
KNBH	*Los Angeles*
WPTZ	*Philadelphia*
KPTV	*Portland, Ore.*

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WNBC	*New York*
WMAQ	*Chicago*
KNBC	*San Francisco*
WTAM	*Cleveland*

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Los Angeles Charlotte Atlanta* *Bomar Lowrance Associates*

XUM

Sales departments cheer the advertising results over WGST. For 28 years we've been calling the plays in the Atlanta market with a top squad of sales-getting veterans. WGST has CPM—Coverage, Programming, Merchandising—the triple threat combination that spells victory for your product with Atlanta consumers. Get the facts from WGST or our reps today.

new business

Spot • • •

DEMERT & DOUGHERTY, Chicago (Heet anti-freeze), buying spots in seven midwest and north central markets. Campaign is expected to extend to 20 markets. Agency: Ruthrauff & Ryan, Chicago.

HOOD CHEMICAL Co., Phila. ("33" bleach and E-Z starch), starts spot radio campaign in 28 eastern and southeastern markets. Agency: Hilton & Riggio, N. Y.

TIDY HOUSE PRODUCTS Co., Shenandoah, Iowa, has extended *M. J. B. Show* to following stations: WBBM Chicago, WCCO Minneapolis, KMOX St. Louis, CKLW Windsor-Detroit, KOIL Omaha, WCAZ Carthage, Ill., and KODY North Platte, Neb. Agency: Buchanan-Thomas, Omaha.

Network • • •

HOUSEHOLD FINANCE Corp., Chicago, renews thrice weekly quarter-hour *Edward R. Murrow News* on 17 Columbia Pacific Radio stations, for 52 weeks from Oct. 27. Agency: Needham, Louis & Brorby Inc., Chicago.

LIGGETT & MYERS Tobacco Co., N. Y., participating in sponsorship of weekly broadcasts, starting last week, of three CBS Radio package programs, *FBI in Peace and War*, Wed., 8-8:30 p.m. EST *Meet Millie*, Thurs., 8-8:30 p.m. EST, and *Mr. Keen, Tracer of Lost Persons*, Fri., 8-8:30 p.m. EST. Agency: Cunningham & Walsh, N. Y.

VITAMIN Corp. of America is sponsoring new 15-minute TV show featuring Billy Daniels on 25 ABC-TV stations, Sun., 6:30-45 p.m., effective Oct. 5 for 52 weeks. Agency: Kastor, Farrell, Chesley & Clifford, N. Y.

RCA VICTOR, Camden, N. J., renews *The RCA Victor Show*, starring Dennis Day on NBC-TV, Fri., 8-8:30 p.m. EST. Agency: J. Walter Thompson Co., N. Y.

CHRISTIE BROWN & Co. Ltd., Toronto (biscuits), starts *Wayne and Shuster* on 33 Trans-Canada network stations, Thurs., 9:30-10 p.m. until April 9. Agency: MacLaren Adv. Ltd., Toronto.

Agency Appointments • • •

TRIFARI, KRUSSMAN & FISHEL Inc., N. Y. (costume jewelry), names Abbott Kimball Inc., N. Y.

LANDERS, FRARY & CLARK, New Britain, Conn. (Universal appliances), names Grey Adv., N. Y., for its Universal Jet 99 vacuum cleaner, effective Jan. 1.

MODGLIN Co. Inc., L. A. (plastic brooms, brushes), appoints Roy S. Durstine Inc., that city.

KSM PRODUCTS Inc., Merchantville, Pa. (shirt studs), appoints John P. Eldridge Adv., Phila.

APPROVED FREEZER FOOD PLANS Assn., L.A., appoints Frank-Gold Agency, same city. Radio-TV included in media plans.

CERTIFIED FOODS Co. appoints Carmona Adv., Hollywood, for Chef Gourmet dressing. Radio and TV are being used.

KING MIDAS FEED MILLS, Minneapolis, appoints Mullen-Nicolin, same city. Radio will be used. Account executive is R. D. NICOLIN.

ORKIN EXTERMINATING Co. Inc., Atlanta, appoints Bearden-Thompson-Frankel Adv., same city. Radio-TV will be used.

Adpeople • • •

KARL B. McKENZIE named advertising director of Reardon Co., St. Louis.

RAY MULDOON appointed advertising production manager, Whirlpool Corp., St. Joseph, Mo.

HOWARD JONES, Pacific regional manager, Studebaker Corp., Portland, shifts to Los Angeles headquarters, to handle firm's centennial merchandising program. He is succeeded by LUCIEN G. CARNE.

Announcing:

a complete tele-communications consulting service with world wide facilities and experience . . .

*Engineering, planning, design and construction for television, radio, multiplex, teletype, facsimile, telephone, radar and sonar fields and all other electronic fields.

Other services include:

LEGAL COUNSEL

TAX EXPERTS

ECONOMISTS

FINANCE

INSURANCE

MARKET RESEARCH

FOREIGN REPRESENTATION

Now, combined into one organization: years of basic experience—encompassing the entire field of electronics—ready to serve the industry and all its affiliated agencies as consultants in every phase of tele-communications operations!

William J. Scripps Associates, Inc., Tele-Communications Consultants, represents a new and vital service to this basic industry. It offers to civil and military organizations, foreign and domestic, an engineering, planning and architectural designing service built upon a foundation of experience unequalled anywhere.

If your business is radio, television, teletype, multiplex, telephone, microwave, radar or any associated electronic industry or service, we can assist you in many ways.

William J. Scripps is a radio and television pioneer, under whose guidance WWJ, the first station in America to broadcast a regular daily program, and WWJ-TV, Michigan's first TV station, have become nationally famous. Associated with him are Dr. Walter Duschinsky, internationally known for his work in planning and organizing complex broadcasting facilities, and William L. Foss, engineering consultant, advisor to the armed forces, and to many top-flight radio and television stations.

If you have ever felt the need for sound counsel on technical, legal or economic matters, market research and analysis, or for help in any phase of your operation, we are now prepared to serve you!

Inquiries about this new and vital service to the tele-communications industry are invited.

TELE-COMMUNICATIONS CONSULTANTS

WILLIAM J. SCRIPPS ASSOCIATES, INC.
286 South Woodward
Birmingham, Mich.

NEW YORK, N. Y. WASHINGTON, D. C. TULSA, OKLAHOMA LOS ANGELES, CALIF.
PARIS, FRANCE OTTAWA, CANADA LONDON, ENGLAND

XUM

Sales-winning radio schedules for the Great Southwest just naturally include this pair of top-producing CBS Radio Stations. Results prove this! Write, wire or phone our representatives now for availabilities and rates!

National Representatives

JOHN BLAIR & CO.

agency

WILLIAM A. CHALMERS, vice president and director of radio and television, Grey Adv., N. Y., has resigned, effective Nov. 1. Future plans will be announced shortly.

WALTER MORRIS and **W. D. CUNNINGHAM,** account executives with Fuller & Smith & Ross Inc., N. Y., elected vice presidents.

HAYS MacFARLAND, president of MacFarland, Aveyard & Co., Chicago, becomes board chairman, replaced by **A. E. AVEYARD,** executive vice president. **A. B. DICUS,** now vice president, elected executive vice president and contact manager.

BRYDON S. GREENE, vice pesident, N. W. Ayer & Son, Phila., promoted to manage of client service there.

on all accounts

A FORMER pilot with the Royal Canadian Air Force, William George White has been busy since last June getting his collective feet on the ground in a new setting—at the Joseph Katz Co. in Baltimore, Md.

This task would be a difficult one in any event, but with the heat of political timebuying at fever pitch, Mr. White has had his work cut out for him as manager of media buying for the Democratic National Committee. He sums up the time-consuming aspects of his duties this way:

"Since arriving at Baltimore, I have not had time to even learn the names of any clubs, much less join one."

Since assuming his new post, Mr. White has been directly responsible for network and spot radio and TV purchases, as well as other media buys, used in the Democratic campaign on a national basis. If his working philosophy bears him out, the Republicans had better look to their "blitzes." Mr. White claims that all campaigns he ever undertook achieved their objective: "None was unsuccessful."

A former Toronto station sound effects man, Mr. White succumbed to the lure of the advertising agency some four years ago. He has been with agencies ever since.

Bill White was born in Yonkers, N. Y., the son of a retired New York bond broker. He moved to Toronto in 1936, after receiving his early schooling in Yonkers and Mt. Kisko, and completed his education at the U. of Toronto.

Mr. White got his early business experience at CFRB as sound effects man and studio operator for which he later forsook higher education in favor of the "glamour of radio work."

When World War II broke out, Mr. White joined the Royal Canadian Air Force, training as a fighter pilot and serving in England. He returned to CFRB after the war, handling operating and sales functions.

Mr. WHITE

New Year's Day, 1948, was a significant date for him. He returned to New York and two weeks later joined Benton & Bowles as timebuyer for its Canadian accounts. He helped launch Procter & Gamble's Tide.

Mr. White left B&B in April 1949 to join Pedlar & Ryan as chief radio-TV timebuyer on all accounts handled by the late Ted C. Fisher. Two years later (in May) he moved from timebuying to account executive on P&G products. He remained until last June when the Katz agency beckoned. Among successful campaigns have been those for the Northeast Airlines and Camay.

The youthful media buyer is a

beat

GEORGE I. CHATFIELD, Minneapolis agency executive, to William Esty Co., N. Y., as vice-president and member of executive committee.

MORTON KOSHLAND, Philip Klein Adv., Phila., elected a director of Affiliated Adv. Agencies Network.

RICHARD N. CALLAHAN elected vice president, Herington Adv., New Rochelle, N. Y.

T. L. STROMBERGER, vice president, West Marquis Inc., L. A., elected president of W. D. Moriarity Chapter of Alpha Delta Sigma, advertising fraternity. **R. W. RIDER Jr.,** account executive, Young & Rubicam Inc., is first vice president.

CHARLES E. SMITH, merchandising manager of *Long Beach* (Calif.) *Press Telegram,* appointed head of newly opened Los Angeles office of Mathisson & Assoc., Milwaukee. Agency's new New York office will be directed by **EDGAR E. HINKLE,** WGN-TV Chicago.

CURTIS HASELTINE, staff of *Detroit Free Press,* to N. W. Ayer & Son Inc., Detroit, to handle publicity on Plymouth account. **J. J. CLARKE,** plans-merchandising department, and **JOSEPH S. FLICK Jr.,** transfer from agency's Philadelphia office to Detroit and Chicago, respectively. **ALEXANDER B. WHEELER** to Philadelphia plans-merchandising staff.

JEAN FRANKEN, BBDO, N. Y., to Albert Sidney Noble Inc., same city, as account executive.

E. GORDON STEPHENS, formerly a director of Walsh Adv., Montreal, to Griswold-Eshleman Co., Louisville, Ky.

HELEN M. WHIGHAM, media director, Vick Knight Inc., Hollywood, resigns and will move to San Francisco.

ANN JOHNSON, supervisor of cooperative advertising, Sales Builders, Hollywood (distributor for Max Factor), to John H. Riordan Co., L. A., as time and space buyer.

FRANCES FRADIN, Kenyon & Eckhardt, N. Y., to Benton & Bowles, same city, as member of TV-copy department.

MERVYN G. OAKNER, advertising manager, Chemical Corp. of Colorado, Denver, to Factor-Breyer Inc., L. A., as account executive.

ROBERT J. BARRETT, Howard Swink Adv., Marion, Ohio, to Guenther, Brown & Berne Inc., Cincinnati, as account executive.

ALLEN J. COPELAND Adv. and **PAUL GRANT Adv.,** both Chicago, have merged, retaining latter name.

BRUCE B. BREWER & Co., Minneapolis, relocates at 400 Foshay Tower. Telephone is Atlantic 3314.

ALLEN & MARSHALL Adv., L. A., moves to 616 S. Serrano. Telephone is Dunkirk 7-5163.

firm believer in spot radio, a factor on which the Democrats doubtless will capitalize. He describes it as "one of the more effective mediums," and notes it presents advantages "unavailable in other media at the same cost."

"Frequency in either spot radio or TV must depend on overall campaign strategy," Mr. White explains with respect to political time. He concedes, however, that network radio "is a strong advertising medium, and as long as 95% of the homes in the U. S. have radio, and less than 40% TV [it will] remain a prime requisite in most major advertising campaigns." He has a healthy respect for network TV, too.

Mr. White is married, has two children, and his hobbies—when he finds the time—are golf and sailing.

On the Record: A Best Seller

"Diane" and her dreamy music have made WBEN's popular lady of the evening the SALESlady of the evening in Western New York. It's a welcome theme to swing-shifters, stay-at-homers and on-the-way-homers.

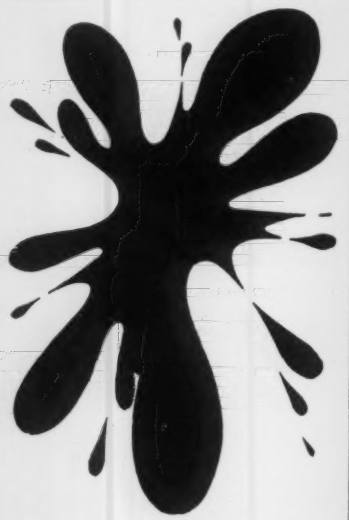
Diane is synonomous with relaxing rhythms, record requests and romantic verse to her thousands of listener-buyer fans. Diane also means "solid sell" to the many sponsors who've signed her late-date book.

Available in 10 minute segments, 11:20-to-midnight, Monday-through-Friday.

Ask Henry I. Christal About Availabilities
NEW YORK · CHICAGO · SAN FRANCISCO

WBEN

NBC BASIC BUFFALO



WOOPS!!

Just to catch your eye, Mr. Timebuyer—Here at WRC, we feel that our sales story is something more than marks on paper. The statistics live, breathe and tell the wonderful success of WRC's dominant position in this rich, always-growing market.

WRC listening is up—way up. Some very choice availabilities in spots and programs are keyed to the listening tastes of the capital city. You see, we know this market, and we know what we can accomplish for a product. We've been here a long time, growing with our audiences.

The latest American Research Bureau report tells the story. We'll stand on that!

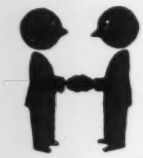
IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC NBC

980 KC • 93.9 FM

Represented by NBC Spot Sales



feature of the week

SALES INCREASE of 41.5% this year for Sealy Mattress Co. of Waterbury (Conn.) among 600 dealers in the Connecticut-Rhode Island-western Massachusetts area, has been ascribed by the company as largely due to the success of the five-minute Mon.-Fri. evening *Sealy Weather Forecast* on WNHC-TV New Haven.

Results of the weather program have been so successful Sealy has added the same show on WJAR-TV Providence, bringing it to 322,000 TV homes on WNHC and 225,000 on WJAR.

Produced by Edward Graceman & Assoc., Hartford, for Sealy, the show's format is described as "classically simple": Actual weather data is compiled and broadcast by Eastern Airlines forecasters on both stations, with both forecasters wearing Eastern Airlines uniforms. Some of the 45-minute commercials are filmed, some are slides with voice and some are live with the "Sealy Girl" announcer. Each is followed by a local dealer slide.

The show, slightly more than a year old, is credited with producing a 153.5% increase in a February annual sales event and doubling an annual July sales event.

EASTERN Airlines forecaster Donn Hinton (l) receives cake from unidentified WNHC-TV employe on show's anniversary.

* * *

Dealers report some customers order Sealy mattresses by telephone after seeing them on TV.

WNHC-TV reports the show is one of its most appreciated public service presentations and Sealy's own surveys, conducted by a leading Connecticut university, indicate product-identification through TV is higher than all other media combined. Sealy of Waterbury has made the show the foundation for all its advertising, with ads and posters highlighting the TV show.

strictly business

Mr. DILCHER
. . . the spot grows larger

SPOT radio is standing out more and more as the most important single advertising medium in the opinion of Charles Dilcher, Chicago manager of the John Blair station representative firm. Mr. Dilcher, who believes perseverance and plugging get the business, sees an ever-growing awareness of the importance of spot among agency, client and station personnel.

Because of the increasing importance of spot broadcasting, agencies, for example, are giving more attention and responsibility to the time-buying staff, which "used to be secondary to general media buyers." He says advertisers have learned that spot, tailor-made to the needs of a product, moves merchandise at the lowest cost.

Television, contrary to much opinion, has helped spot radio, Mr. Dilcher says, by bringing more advertisers into the broadcast fold and by converting TV buyers to radio. His company was the first station representative to split its radio-TV activity, organizing a separate company for video.

Mr. Dilcher, manager of Blair's Chicago headquarters office since January 1952, and an account executive with the firm since 1937, is

(Continued on page 42)

WARM's New 5000 watts

delivers primary coverage of both SCRANTON and WILKES-BARRE

AT 590 KC

N. E. PENNSYLVANIA'S MOST POWERFUL STATION DAY & NIGHT

Represented Nationally by
GEORGE P. HOLLINGBERY CO.

NEW YORK • SAN FRANCISCO
ATLANTA • CHICAGO
LOS ANGELES

YOU MIGHT GET A 175-POUND WOLF*—

BUT . . .

YOU NEED THE FETZER STATIONS TO BAG SALES IN WESTERN MICHIGAN!

If you're gunning for bigger sales in Western Michigan, you really *need* the double-barreled power of the Fetzer operation—WKZO-TV in television, WKZO-WJEF in radio!

TELEVISION

WKZO-TV, Channel 3, is the Official Basic CBS Outlet for Kalamazoo-Grand Rapids — America's 18th television market. It serves more than a quarter million Western Michigan and Northern Indiana television homes—more TV homes than are available in many seemingly larger markets such as Seattle, Kansas City, New Orleans, etc. A 28-county Videodex Diary Study made in August, 1952, proves that *WKZO-TV delivers 93.4% more television homes than Western Michigan's other TV stations!*

RADIO

WKZO, Kalamazoo, and WJEF, Grand Rapids, give outstanding radio coverage of Western Michigan. *Each* is consistently top station in its home city. *Together* they deliver about 57% more city listeners than the next-best two-station choice in Kalamazoo and Grand Rapids —*yet cost 20% less!* WKZO-WJEF'S rural circulation is spectacular, too. 1949 BMB figures credit WKZO-WJEF with big increases over 1946 in their unduplicated audiences—*up 46.7% in the daytime, 52.9% at night!* Get all the facts on the Fetzer Stations—write direct or ask Avery-Knodel!

* *A wolf weighing just over 175 pounds was killed on Seventy Mile River in Alaska.*

WJEF tops in GRAND RAPIDS AND KENT COUNTY (CBS RADIO)

WKZO-TV tops in WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO tops in KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

good music is
good business in
greater Los Angeles
where

KFAC AM-FM

is
the 24 hour music station

audiences are up!
pulse inc. surveys
confirmed by others,
attest to an uninterrupted
increase in KFAC listeners
since 1948 . . . despite
the advent of seven
TV channels.

local and national
advertisers confirm
daily the value to
themselves of KFAC's
unique and growing
place in the nation's
number two market.

THE LOS ANGELES BROADCASTING CO., INC.
645 South Mariposa Avenue, Los Angeles DUnkirk 4-1231

REPRESENTED NATIONALLY BY
THE BOLLING COMPANY

open mike

Birthday Greetings

EDITOR:

CONGRATULATIONS ON ATTAINING YOUR MAJORITY JUST IN TIME FOR THE ELECTION. AND BEST WISHES FOR TWENTY-ONE PLUS MORE YEARS OF THE SAME EXCELLENT SERVICE TO THE INDUSTRY. BEST PERSONAL REGARDS.

HAROLD ESSEX
VICE PRES. & GEN. MGR.
WSJS WINSTON-SALEM, N. C.

* * *

EDITOR:

CONGRATULATIONS AND GOOD WISHES ON BROADCASTING'S TWENTY FIRST BIRTHDAY FROM YOUR CHARTER COPY EDITOR. YOU HAVE DONE SUCH AN EXCELLENT JOB BEFORE REACHING MATURITY THAT I EXPECT EVEN GREATER THINGS NOW THAT YOU ARE OF AGE.

JAMES D. SECREST
EXECUTIVE VICE PRESIDENT
RADIO-TELEVISION MFRS. ASSN.
WASHINGTON

[EDITOR'S NOTE: Mr. Secrest was BROADCASTING'S original copy editor in 1931, then doubling in brass as star reporter for the "Washington Post."]

* * *

Readers Service

EDITOR:

If you have published any articles during the past two years dealing with transportation adverting and with the advertising of railroads in particular, will you be kind enough to either send us tear sheets of these articles or refer us to the particular issues in which they appeared . . .

Nat C. Wildman
Vice President
Joseph Katz Co.
New York

[EDITOR'S NOTE: Tear sheets of artices in B•T March 10, 1952; July 23, 1951; May 8, 1950, have been sent to Mr. Wildman.]

* * *

Editorial Comment

EDITOR:

["Botched Blitz", B•T, Oct. 13, was] another of those deep thinking, balanced editorials which give your page such a reputation for impartiality.

Eugene Katz
The Katz Agency
New York

* * *

Missing Link

EDITOR:

We have received your [television] map and are distributing it among our sales engineers for their use as reference material.

However, one error was noticed in the map in that the Richmond-Norfolk spur link off the main north-south TV transmission line is keyed as being coaxial cable. This is to advise you that Philco installed an 80-mile microwave TV relay system between Richmond and Norfolk about April, 1950. . . .

Gerard E. Nistal
Mgr., Advertising & Sales Promotion
Philco Corp.
Philadelphia

* * *

Animal Act III

EDITOR:

Mr. Chase of CKLW Detroit and Buddy Deane, WITH Baltimore, may have been the first *men* to have interviewed a lion but they will have to take a back seat to Margaret Rosencranz of WGBF. Why?

1. She did the trick in 1946, two years before Mr. Chase could get up enough nerve to do it.

2. There was no protective railing to lean over. She went into the cage armed with the trainer's pistols which were loaded with blank cartridges.

3. And she did get her interview with the "talking" lion who had an uncanny ability of letting out a loud roar every time he was asked a question.

This took place Nov. 27, 1946,

during the Shrine Circus in the Coliseum, Evansville, Ind.

Those first liars haven't a chance!

Del Greenwood
Promotion Director
WGBF Evansville, Ind.

[EDITOR'S NOTE: The dispute over who was the first to interview a lion has reached a heated pitch in Open Mike and B•T's news columns. Next thing we expect to hear is that Daniel had a microphone.]

* * *

Who's on First?

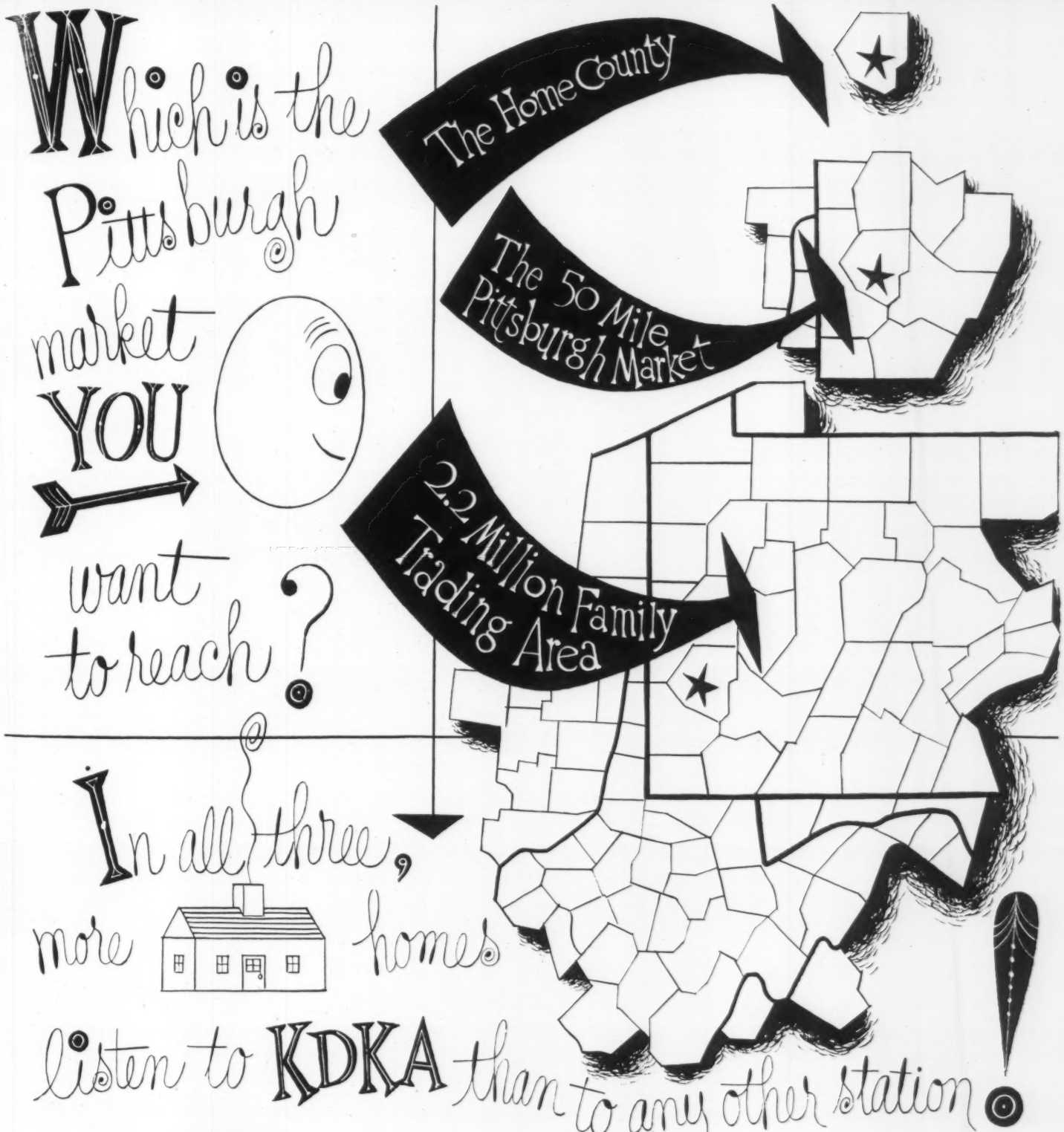
EDITOR:

. . . On page 63 of the Oct. 13 BROADCASTING • TELECASTING you are carrying a Magnecord ad in regard to binaural broadcasting. The facts in the ad are wrong.

The first binaural broadcast demonstration was conducted by

(Continued on page 20)

Which is the Pittsburgh market YOU want to reach?



In all three, more homes listen to KDKA than to any other station.

KDKA

SOURCES: Nielsen Pittsburgh Station Area coverage report, 1952; and Guide-Post Continuous Consumer Panel, 1952.

PITTSBURGH

50,000 watts

NBC Affiliate

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KYW • WOWO • KEX • KDKA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

book reviews . . .

ADVERTISING AGENCY PRACTICE. By Irving Graham. Published by Harper & Bros., 49 E. 33d St., New York 16, N. Y. 303 pp. $4.50.

BASED on a broad survey of agencies throughout the nation, this book is a detailed study of how American advertising agencies are organized and operated.

It describes the typical procedures followed by large, medium and small agencies. It outlines not only practices common among different agencies but also those variations in procedure which may serve admen as a basis for comparison with their own ideas and methods.

Mr. Graham is head of the Irvin Graham Agency in New York City and is Instructor in Advertising at the City College of New York.

WRITING FOR TELEVISION. By Gilbert Seldes. Doubleday & Co. Inc., Garden City, N. Y. 254 pp. $3.

AUTHOR Seldes analyzes the principles and practices of successful writing for television. This book is designed to provide the beginner with a professional survey of techniques, while for established writers, it furnishes essential information on adapting their works for the medium. It is noted that the picture of TV production presented should make the book valuable also to those who work with script writers — active producers, directors and technical experts.

Mr. Seldes was head of the CBS Television Program Dept. for eight years and has authored radio and TV scripts, plays, movies, and 10 books. His experience includes production of TV entertainment to the tune of 1,500 hours and he has written, directed and adapted scripts. While the book covers nearly every type of television writing, including a chapter-treatment of the commercial, its main emphasis is on the TV dramatic form.

RADIO SPECTRUM CONSERVATION. A report of the Joint Technical Advisory Committee, sponsored by the Institute of Radio Engineers and the Radio-Television Mfrs. Assn. McGraw-Hill Book Co., 330 W. 42d St., New York 36, N. Y. 221 pp. $5.

THIS report deals with the shortage of spectrum space which, it says, is nearer exhaustion than is generally realized, and calls for vigilant conservation.

"If the present haphazard plans of allocating wavelengths is continued, new services now on the drafting boards as well as needed expansion for existing services may be permanently foreclosed," the report cautions.

The report, in book form, represents one of the first programs of public policy to be conceived and recommended by engineers. For the most part, the book is written in non-technical language, with the exception of the chapter on radio-wave propagation.

THE SPICE OF VARIETY. Edited by Abel Green. Published by Henry Holt & Co. Inc., 383 Madison Ave., New York 17, N. Y. 277 pp. $3.50.

ANOTHER bit of spice from the talent world is presented by Abel Green, who is editor of *Variety* and who co-authored *Show Biz*, a best-seller, with Joe Laurie Jr.

This book contains what are described as "the best pieces gleaned from *Variety's* Anniversary issues." Contributors are the biggest names in show business, most of them familiar to radio-TV. Among the articles are Fred Allen's noted monologue first heard on the *Big Show* and titled "Mostly About an American." There are articles by Jack Benny, Eddie Cantor, Jimmy Durante, George Jessel, Edward G. Robinson, Groucho Marx, Sam Levenson, Ethel Barrymore and still many others including some novelists and critics.

Another BLUE RIBBON Achievement!
This month's achievement citation goes to a KFAB staff member—to Lyell Bremser, sports director. Bremser, in reporting sports events to midwesterners for over 12 years has achieved the title of "The Midwest's Greatest Football Broadcaster". He's "Mr. Football" to the fans whose respect and loyalty he earned through years of colorful, accurate, sincere reporting from Pennsylvania and Florida . . . to California and Oregon. The achievements of Lyell Bremser in the sports field accounts for KFAB's top football audience. It's another achievement reflected in sales for the KFAB advertiser. Find out more from Free & Peters . . . or contact Harry Burke, General Manager.
THE MIDWEST-EMPIRE SERVED BEST BY KFAB
SO.DAK.
MINN.
NEBRASKA
IOWA
COLO.
KANSAS
THE MIDWEST-EMPIRE STATION
KFAB
50000 WATTS OMAHA CBS RADIO
THE BIG STATION WITH THE BIG SHOWS
FIRST PLACE

Open Mike

(Continued from page 18)

WGMS Washington and the U.S. Recording Co. of Washington in April, 1949. It was a broadcast of the National Symphony Orchestra under Howard Mitchell . . .

M. Robert Rogers
Vice Pres. & Gen. Mgr.
WGMS Washington

[EDITOR'S NOTE: The advertisement said the first east coast binaural broadcast would be made Oct. 29 at the New York Audio Fair over WQXR New York.]

* * *

Low and Inside

EDITOR:

. . . Indications are that ball game sponsors in rapidly increasing numbers will drop all "curve" pitch descriptions in any future broadcasting. Some now hold firm opinions about the use of radio to disseminate fictitious information so misleading and actually harmful to the pitching ambitions of millions of young Americans. . . .

The complexities involved in accurately analyzing the actual lines of flight and the visualization of the pitched baseball are mainly responsible for the widespread, but scientifically untenable, belief in the "curve" pitch. There is no such thing as a curve. . . .

Ernest Lowry
Toronto, Canada

[EDITOR'S NOTE: Mr. Lowry describes himself as "specializing in research analyses of baseball flights and their optical effects."]

SAN DIEGO, California-
The FASTEST GROWING
LARGE City in the U.S.A.

Now, the 31st. Market...

Total net effective
BUYING INCOME:
(After income taxes)

Kansas City, Mo.... $1,040,040,000

Portland, Ore.... $1,028,170,000

SAN DIEGO, Calif.....$1,004,186,000*

*Data Copyrighted, 1952 Sales Management Survey of Buying Power . . city-county figures for all 5 markets.

1. Do you get your share of this billion dollar market?

2. Need a location for a light manufacturing plant?

3. Need a distribution set-up in Southern California?

4. A retail outlet for goods or services?

AM KFMB TV

For more information write to Research Dept. **KFMB** RADIO AND TELEVISION

1405—5TH AVENUE, SAN DIEGO 1, CALIFORNIA

NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE

NORTH CAROLINA'S

Number 1 Salesman

North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.

WPTF

also WPTF-FM

50,000 WATTS • 680 KC.

NBC AFFILIATE FOR RALEIGH-DURHAM & EASTERN NORTH CAROLINA

FREE & PETERS, NATIONAL REPRESENTATIVE

R. H. MASON, GENERAL MANAGER

GUS YOUNGSTEADT, SALES MANAGER

BROADCASTING

Vol. 43, No. 16 OCTOBER 20, 1952

ABC'S SINGLE RATE POLICY

Target Date Is April 1

AN OVERHAUL of the ABC radio rate card, establishing a single rate for both day and evening time but making compensating discount revisions to leave the net cost to advertisers unaffected, is being developed by officials of the network and probably will be put into effect April 1.

This was revealed last week as ABC executives wound up the second of their projected half-dozen 1952 regional meetings with affiliates.

The changes, which network officials would have liked to put into effect Oct. 1 instead of the discount realignment which was established at that time, would be installed as a simplifying measure and would not in any way change present actual charges to advertisers or compensation of affiliates.

Authorities explained that the plan calls for some increase in daytime gross rates and some decrease in evening gross rates, with the result that daytime and nighttime rates would be identical. Simultaneously, however, discounts and station compensation formulas would be adjusted so that the net result of all the changes would be that advertisers pay the same as now and stations' compensation would be the same as now.

Gap Is Reduced

Officials pointed out that the recent 25% average cut in evening charges, coupled with approximately 5% boosts in morning rates, already has substantially narrowed the differential between daytime and evening costs, and noted, further, that the single-rate move is in line with research which shows the gap between daytime and evening audiences is closing rapidly.

Additionally, they regard it as "a little absurd" to have discounts ranging up to, say, 60% or more. ABC officials feel it makes more sense and is more realistic and less complicated to achieve the same net result by adjusting gross rates to a point where discounts are kept at something less than skyscraper height.

To maintain the present small differential in actual costs of day and evening time when the gross rate is the same for both would mean, of course, somewhat higher discounts for daytime periods than for evening.

Many radio stations have vigorously opposed any reduction in network card rates on the ground that such reductions pave the way for advertisers to demand cuts in local and national-spot rates. CBS Radio for just that reason instituted the current round of changes by making discount revisions and guaranteed to keep its gross rates uncut for at least a year.

But ABC officials said they have had not a single objection from affiliates with whom they have discussed their plan.

These discussions have come at two regional meetings — one in Hollywood three weeks ago with Pacific Coast and Mountain State affiliates, and one last week with New England and North Atlantic states stations—and will be continued at four similar sessions scheduled during the next few weeks. On the strength of the reception of the plan at the first two meetings, network officials are confident that it will win acceptance and be put into effect April 1.

The April 1 date was picked because it comes exactly at the end of the six-month protection period afforded current advertisers against the daytime rate boosts incorporated in the Oct. 1 rate-and-discount realignment.

Assuming the single rate does go into effect April 1, advertisers then will be given "fielder's choice" —they can either pay current rates with current discounts, or they can pay the new single rate with the discounts that will then be applicable.

A number of ABC top officials wanted to put the single-rate policy into effect on Oct. 1, as ABC's answer to the CBS and NBC radio networks' revision which, via discount changes, produced an approximately 25% cut in evening time costs and about 5% rise in daytime charges [B•T, Aug. 18, et seq.; also see MBS story, this page].

They felt, however, that they should not inaugurate such a de-

(Continued on page 38)

IS radio headed toward a single rate for day and evening time? Developments of last week suggested such a trend. ABC was working on a new single-rate structure which may become effective next April (see this page). Raymond Spector, New York agency president, urged all broadcasters to follow suit (see "AM's Rates, Impact," page 24). And J. S. Stolzoff, account executive of Foote, Cone & Belding, predicted the single rate would be common within a year (see page 24). All these moves came as the last of the four radio networks—MBS—slashed its charges to advertisers (story below). Next week, BROADCASTING • TELECASTING will publish a special survey of broadcaster opinion on this subject.

MBS' COMPETITIVE CUT

Hinges on TV %

AGAINST a background of a 13% increase in gross billings, Mutual Broadcasting System made its move last week to follow the suit of rival networks in cutting nighttime advertising costs by approximately 25%.

Unlike those effectuated by the CBS, NBC, and ABC radio networks, the Mutual plan draws a distinction between advertiser costs in TV areas and those in non-TV markets, with affiliates which have TV competition taking the brunt of the cost reduction. Also unlike the other networks' changes, which already have gone into effect, Mutual's is to be effective Jan. 1.

Although these details were not officially disclosed, it was understood that the nighttime reduction for stations with TV competition would approximate 30% while for those outside of TV areas it would be about 10%. Affiliates which have no TV competition now, but acquire it in the future, would take the larger reduction six months after the TV competition takes the air, it was understood.

The dividing line between "TV areas" and "non-TV areas," authorities reported, would be the line marking a 50-mile radius from a television station—affiliates within 50 miles of a TV outlet would be adjudged to have TV competition; those outside the 50-mile zone would fall into the non-TV classification.

Mutual's shareholder stations, it was said, for the most part will bear a larger portion of the nighttime cutback than other affiliates. All of these—WOR New York, KHJ Los Angeles, WNAC Boston, WGN Chicago, WHK Cleveland, WIP Philadelphia, and CKLW Windsor-Detroit—are in TV markets, and the first four, representing about 78% stock ownership of Mutual, also have TV stations. It was noted that WGN is cutting its nighttime rate 50% effective Nov. 1 [B•T, Oct. 13].

Like the other radio networks, Mutual anticipates an increase for new advertisers, of approximately 5% in morning time charges everywhere and plans to restore in full, for afternoon time, the 10% reduction in costs which was put into effect as part of the four-network round of cost cuts in 1951. The changes anticipated by the current MBS plan, spokesmen said, are to be effected via revisions in discount structure rather than changes in gross rates.

Announcing the plan, which was outlined to and endorsed by the Mutual Affiliates Advisory Committee at a Virginia Beach, Va., meeting over the Columbus Day weekend [B•T, Oct. 13], and which then was explained to all affiliates in a conference call last Wednes-

(Continued on page 36)

AM'S RATES, IMPACT

Debated at Dist. 2

RADIO rates and whether they should be raised or lowered at this time were vigorously debated Thursday afternoon at the NARTB District 2 meeting, Thursday and Friday at the Westchester Country Club, Rye, N. Y.

E. R. Vadeboncoeur, WSYR-AM-FM-TV Syracuse, director of the district, presided at the two-day meeting attended by about 100 representatives of stations and industry service organizations.

Raymond Spector, New York agency president, urged station operators to reduce nighttime rates now to the daytime level and not to think of any increase in daytime rates lest advertisers desert en masse to TV. Paul Morency, WTIC Hartford, chairman of the radio session, promptly responded that if radio stations reduce rates they will be forced to cut their service to listeners and that to do that is sure death. He argued that broadcasters generally had made a serious mistake not to raise rates as their audiences grew and urged them to increase daytime rates now. William B. Ryan, BAB president, echoed Mr. Morency's sentiments, stating that daytime rate rises are justified and should be made now, if only as a safeguard against cuts that may come if, as Mr. Spector predicted, TV eventually decimates the daytime radio audience.

Albany Competition

Harry Littler, WROW Albany, reported that in a highly competitive market, with eight radio stations and TV, WROW had increased its business 50% by a 25% increase in rates. At the new rate, he said, salesmen can devote enough time to each advertiser to help him get better returns from his radio advertising, so the advertisers are happy; the salesmen are happy because they're making more money, and the station management is happy for the same reason.

Earlier in the afternoon, when he described the successful invasion of the lipstick field by Hazel Bishop, which in two years became a top lipstick in a field of 50 well-known brands, Mr. Spector was more enthusiastic about radio, even at current rates. Newspapers are fine to introduce a product, particularly a newsworthy one, he said, and TV is fine to demonstrate it, but for a product that is used every day nothing delivers like radio, when measured on the basis of sales per dollar spent in advertising. He urged broadcasters to keep program costs down to give the advertiser the most for his money, telling them to search their files for ideas used 20 years ago when they built good programs using just an announcer, and citing the current Hazel Bishop *Hollywood Gossip* show, broadcast on 188 stations with a total script and talent cost of $90 a program.

Horace Schwerin, president, Schwerin Research Corp., declared that radio can "continue to sell goods and do so more economically than any other form of advertising," providing that programs and commercials are planned "with a sound knowledge of the kind of audience they attract."

He reported on an analysis made in 1947 for Toni Co. of its five radio shows, which revealed that when the "extra customers" among listeners to each program, as compared to non-listeners, were computed with the cost of the program, the daytime serial *Nora Drake* with a low rating and a low cost, was producing extra customers for Toni at 2.6 cents apiece, and the audience participation show, *Give and Take*, second most expensive of the five, was next lowest in cost-per-customer, 3.5 cents.

Radio-TV Advantages

Hans Zeisel, research director, The Tea Bureau, advanced the theory that radio and TV have a big advantage over printed media in that "it is more difficult not to *listen* to an advertisement you *hear* than not to *read* an advertisement you *see*." The "semi-captive" audi-

(Continued on page 30)

W. T. REED Jr. (r), president, Larus & Brother Co., owner and operator of WRVA Richmond, points to a diamond set pin he just awarded to C. T. Lucy, station's general manager. Award was for 40 years service. Mr. Lucy joined the tobacco firm as officer manager and later was named its advertising manager. His leadership of WRVA began in 1925.

SINGLE RADIO RATE

Forecast for Night and Day by Stolzoff

A SINGLE rate for both daytime and nighttime radio is forecast by J. S. Stolzoff, account executive, Foote, Cone & Belding, Chicago.

Mr. Stolzoff made the prediction in a talk before the Women's Advertising Clubs' Midwestern Conference in Grand Rapids, Oct. 11.

"It's my opinion, and the opinion, I might add, of more than a few others, that it is strictly a matter of time until we have a single radio rate for both daytime and nighttime radio," he said.

Venturing a guess, Mr. Stolzoff said that the single rate would be instituted "before much more than a year has passed."

The advertising executive cautioned his listeners not to sell daytime radio short. "Rather, let's accept the fact that daytime radio is a hearty, lusty, solid advertising medium. The national bills for daytime radio are being paid by some of the sharpest national advertisers in the country," he pointed out.

Mr. Stolzoff disclosed that radio rates had been the subject of much discussion lately. "Several of us had a series of meetings with all four of the national networks on Monday and Tuesday of this week. The meetings were held on the question of nighttime radio and the costs of nighttime radio."

As far as television was concerned, Mr. Stolzoff remarked that he had just a couple of hunches.

"First, unless American manufacturing ingenuity can drive costs down to a point where a television station can be put on the air for $50,000 or $75,000 and maintained at a cost, including depreciation, of no more than $35 per broadcast hour, then I find it difficult to believe that television is going to be truly national for a long, long time.

"I hope I am wrong. But I sus may be heading into a period of an entirely different type of sponsorship of television programs," he stated.

Sees Trend Increasing

"I hope I am wrong. But I suspect that more and more programs are going to be sold on a basis such as *Your Show of Shows* where an advertiser buys a one-minute spot announcement. We will see more rotational plans where an advertiser is on once every four to six weeks.

"This almost has to happen if we are to support four television networks with 30 hours a week of nighttime programming each. Somebody's going to have to pay for a total of 120 hours a week of television programs. We have to assume that someone will be picking up the checks for nighttime TV. And it will not be a small check."

NATIONAL NIELSEN RATINGS*

September 7-13, 1952

EVENING, ONCE-A-WEEK

Current Rank	Program	Current Rating Homes %
	(Average for all Programs)	(4.2)
1	Lux Radio Theatre (CBS)	8.8
2	Dragnet (NBC)	7.6
3	Dr. Christian (CBS)	7.0
4	Philip Morris Playhouse (CBS)	6.6
5	People Are Funny (CBS)	6.4
6	You Bet Your Life (NBC)	6.4
7	Railroad Hour (NBC)	6.1
8	Life with Luigi (CBS)	6.1
9	Bob Hawk (CBS)	5.9
10	Arthur Godfrey's Scouts (CBS)	5.6
	EVENING, MULTI-WEEKLY	
	(Average for all Programs)	(2.3)
1	One Man's Family (NBC)	4.6
2	News of the World (NBC)	4.5
3	Lone Ranger (NBC)	3.6
	WEEKDAY	
	(Average for all Programs)	(3.6)
1	Right to Happiness (NBC)	7.0
2	Backstage Wife (NBC)	6.6
3	Romance of Helen Trent (CBS)	6.6
4	Guiding Light (CBS)	6.5
5	Pepper Young's Family (NBC)	6.5
6	Our Gal, Sunday (CBS)	6.3
7	Ma Perkins (CBS)	6.2
8	Arthur Godfrey (Liggett & Myers) (CBS)	6.2
9	Arthur Godfrey (Nabisco) (CBS)	5.9
10	Big Sister (CBS)	5.8
	DAY, SUNDAY	
	(Average for all Programs)	(2.1)
1	Shadow, The (MBS)	5.0
2	True Detective Mysteries (MBS)	4.5
3	Hollywood Star Playhouse (NBC)	3.6

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

Copyright 1952 by A. C. Nielsen Co.

JONES SUIT

Lowered to $2 Million

TRIAL initiated by Duane Jones, president of the Duane Jones Co., New York, charging conspiracy by nine of his former employes, will continue today (Monday) before Judge Dennis O'Leary Cohalan in New York Supreme Court following testimony all last week.

Mr. Jones, who originally filed suit for $4½ million, has lowered his demands to $2 million. His counsel has withdrawn one cause of action seeking $1½ million for alleged slander against the Jones Co. and another, seeking $1 million from Scheideler, Beck & Werner and the three principals of that agency, has been shifted on technical grounds to equity court.

Testimony last week by Mr. Jones and Ralph Smith, formerly executive vice president of the Duane Jones Co. and now with Sullivan, Stauffer, Colwell & Bayles, New York, sought to bolster Mr. Jones' contention that his former executives conspired to "destroy his business" [B•T, Feb. 11]. Witnesses for Mr. Jones are expected to return to the stand today and the defense is scheduled to present its case starting tomorrow (Tuesday).

The nine former Jones' executives named in the suit are: Joseph Scheideler, Paul Werner, Philip Brooks, Lawrence Hubbard, Eugene Hulzhizer, Joseph Beck and Robert Hughes, all presently with Scheideler, Beck & Werner and Robert Hayes, now with Doherty, Clifford, Steers & Schenfield and Don Gill now with Geyer Adv. They, in turn, have filed a $3,150,000 slander suit against Mr. Jones [B T, July 14].

XUM

DRIVE TO SPOT

For '53 Auto Models

By FLORENCE SMALL

IN ADDITION to the comparatively normal network promotion of automotive companies to introduce their 1953 models, a swell of radio spot activity by auto firms was developing last week.

A check by BROADCASTING • TELECASTING showed that at least 10 auto advertisers are undertaking formidable radio spot campaigns, with only one or two relying exclusively on network programming.

Buick cars, for example, in addition to its sponsorship of the Buick program every fourth Tuesday from 8 to 9 p.m. on NBC-TV, will start a spot radio schedule early next year to promote its newest car which is to be unveiled Jan. 9. Buick will use 450 radio stations in 150 cities for a five-day saturation spot announcement schedule, effective Jan. 3. Kudner Agency, New York, handles the account.

Chrysler Div. of Chrysler Corp. introduces its new car on Oct. 30 with a three-day announcement list on about 85 radio stations. Spot campaign is effective Oct. 27 through Oct. 30 and is placed through McCann-Erickson, New York. The campaign is expected to be the largest in the firm's history.

Chrysler's Dodge Div., through Grant Adv., Chicago, preceded its spot campaign with an extensive teaser schedule of 15-second radio spots and 60, 50 and 20-second TV spots throughout the country. All 4,100 Dodge dealers participated in the teaser schedule, and spots were bought on at least one station in every dealer market.

Teasers This Month

The teaser portion of the campaign, announcing that the all-new Dodges were coming, will be followed Oct. 23 with regular announcement schedules nationally for two to four weeks. The same number of markets will be bought for 60, 50, 30 and 15-second radio commercials and for 60, 50 and 20-second TV spots.

Costs of the campaign cannot be estimated accurately, a Grant executive said, because dealers are supplementing the national campaign with local purchases. The two-part agency schedule is financed from the regular Dodge coop fund.

In addition to this saturation spot announcement campaign Dodge has signed for a mid-November network saturation program on NBC radio. Dodge will sponsor on Nov. 16 *The Aldrich Family* (7:30-8 p.m.) on Nov. 17 the Meredith Willson show, and one broadcast of the Tandem package consisting of Red Skelton on Nov. 18 (8:30-9 p.m.), *Barry Craig* on Nov. 19 (10-10:30 p.m.), and Judy Canova on Nov. 20 (10-10:30 p.m.).

Dodge also bought the sports news portion featuring Jim McKay on WCBS-TV to introduce its 1953 line, effective Oct. 20 for three weeks. In addition Dodge has purchased Tuesday and Thursday participations in *The Early Show* and 6:30 p.m. Saturday announcements, all on WCBS-TV, for the same three weeks.

Pontiac cars, through McManus, John & Adams, New York, is considering a radio and television spot announcement campaign, which would be launched about the middle of December. Its extent is yet undetermined.

Chevrolet (central office) is also understood to be contemplating a spot radio campaign but the details are not yet completed. The Chevrolet dealers are awaiting the parent company's completion of plans before they too join in promoting the new cars. The company now sponsors a quarter-hour Dinah Shore program twice a week on NBC-TV. Campbell-Ewald, Detroit, handles the account.

Nash cars, through Geyer Adv., New York, will display one of its new lines early in January and another in March. An impressive spot radio campaign is being considered for the March unveiling.

Ford Motor Co., through J. Walter Thompson Co., New York, is planning to introduce its new model with a radio spot campaign slated to start in December. The list is expected to be about equal, and similar to that of last year.

Plymouth cars, through N. W. Ayer & Son, New York [B•T, Oct. 6], is arranging a radio spot campaign to promote its 1953 model on Nov. 17. Daytime minutes and 20-second announcements will be used.

Kaiser-Frazer cars is using a radio spot announcement schedule for two weeks, starting last Wednesday, in 60 markets. The car was introduced last Friday. William H. Weintraub & Co., New York, is the agency. This is in addition to the firm's continued sponsorship of *Night Editor* on eight television stations.

Lincoln-Mercury, through Kenyon & Eckhardt, New York, already has produced spot announcements for a campaign but has not yet decided on the extent of the drive. Lincoln-Mercury regularly sponsors the Ed Sullivan show on CBS-TV.

Meanwhile another motor company, Willys-Overland Motors, made news last week by becoming the first advertiser to sign for sponsorship of the forthcoming television series, *Omnibus*, 90-minute weekly program produced by the Ford Foundation's TV-Radio Workshop CBS-TV, Sun., 4:30-6 p.m.

Willys-Overland will underwrite its part of the show, which starts Nov. 9, for 26 weeks. Four other advertisers are expected to join in sponsoring the program. Willys-Overland is handled by Ewell & Thurber Assoc.

Packard cars, though Maxon Inc., New York, currently sponsoring film series, *Rebound*, on a number of stations, is expected to increase its coverage when the program is placed on the DuMont network, alternate weeks, starting Nov. 21.

ROBERT E. HEALY (l), vice president and treasurer, McCann-Erickson Inc., admires certificate of appreciation awarded him by the Advertising Council. George P. Ludlam (r), council's vice president, made the presentation which was for Mr. Healy's services as a volunteer coordinator of the council's Red Cross and Armed Forces Blood Donor campaigns.

TV CONTRACTS

NARTB-AAAA Form To Be Distributed

SPOT telecasting practices were placed on a uniform basis last week with adoption of the first standard contract form [CLOSED CIRCUIT, Oct. 13]. The standard form is being made available to advertising agencies and TV stations by NARTB and American Assn. of Advertising Agencies.

Most of the widespread TV spot practices that have developed in the last few years are incorporated in the contract. Both stations and agencies are protected by the provisions, result of two years of work by joint committees representing the two associations. Eight redrafts were considered by conferees.

Ted Bergmann, DuMont Television Network sales director, heads the NARTB negotiating subcommittee, with Vincent Wasilewski, of NARTB's Legal Dept., and Thad H. Brown Jr., TV director and counsel, serving as NARTB liaison with AAAA. Heading the AAAA committee is Frank Silvernail, radio-TV timebuyer manager of BBDO.

AAAA has copyrighted the contract form. It is distributed in mat form by NARTB to stations and AAAA is making it available to agencies. Use of the contract is entirely optional and is not limited to members of the associations.

NARTB pointed out, in advocating universal acceptance of the document, that it will eliminate much confusion and inefficiency as well as ease contract negotiations.

The spot telecasting form is similar in general arrangement and basic provisions to the radio spot form. It is flexible and can be changed from time to time as the television industry grows. The spot radio contract form was revised in 1946 and 1941.

During negotiations the telecaster committee consistently opposed efforts to insert a 2% cash discount for advertising agencies, it is understand. Originally the agencies were understood to have asked for reimbursement in substitution of public interest programs, whether sponsored or sustaining. The final language covers only substitution of sponsored programs, with agencies reimbursed for live talent cost plus other items but not in excess of time charges for the period.

An important feature of the spot telecasting contract is the provision that rates in the contract are consistent with the station's rate card, being the lowest rates made by the station for similar telecasts. It is specified there will be "no secret rates, rebates or agreements affecting rates." The agency, in turn, agrees not to rebate any of the commission allowed by the station.

Mr. Silvernail recently called attention to the clause in the spot radio contract that forbids rate-chiseling practices [B•T, Sept. 29].

Some of the principal provisions of the spot telecasting contract were described by NARTB and AAAA as follows:

TERMINATION: Contracts for programs of five minutes or more duration are non-cancellable for the first 13 weeks, but may be cancelled by either party on 21 days' notice thereafter.

Programs of less than five minutes duration are firm for the first four weeks, after which either party may cancel on 14 days written notice.

INABILITY TO TELECAST: If only the aural or the visual portion of the signal is interrupted, the amount of adjustment to the agency is subject to negotiation.

If both the aural and visual signals are interrupted, pro-rata reductions, credits, or make-good telecasts are in order.

SUBSTITUTION OF PROGRAMS: If the station substitutes a sponsored program of public interest for the scheduled program, the station is liable for the agency's non-cancellable live talent costs for a live program, and the reasonable allocated print or rental cost of films scheduled for the pre-empted time and not usable for future scheduling. However, the station's liability is not to exceed the time charges for the period involved.

RATE PROTECTION: The Standard Contract provides six months' rate protection for existing contracts or renewals.

AFM STANDBY

High Court Will Review

POSSIBLE importance to broadcasters is seen in the question whether the American Federation of Musicians may require a theatre to hire and pay a standby orchestra when a "name" band is performing and there is no need for a house orchestra.

Case was accepted for consideration by the Supreme Court last week. Petition for writ of *certiorari* was filed by the National Labor Relations Board. NLRB appealed from a U. S. Court of Appeals ruling last May overturning a 1951 NLRB decision which dismissed a complaint of unfair labor practice against the Akron, Ohio, AFM local brought by Gamble Enterprises Inc., operator of the Palace Theatre in that city.

At issue is the interpretation of Sec. 8 (b) (6) of the labor act which makes it an unfair labor practice for a union to "cause or attempt to cause an employer to make or agree to make payments in the nature of an exaction for services which are not performed or not to be performed." This provision was made part of the National Labor Act when the Taft-Hartley Bill was passed in 1947. The section originally incorporated the entire anti-featherbedding provisions of the Lea Act, passed in 1946, amending the Communications Act, but in Senate-House conference it was revised to eliminate all but the standby provision.

Case originated in 1949 when Gamble Enterprises brought unfair labor practice charge to NLRB. NLRB examiner in 1950 found that a violation existed, but NLRB board ruled that no violation had been made, since the AFM local had proposed various schemes whereby the musicians hired would actually perform—before curtain time, at intermission, etc.

Constitutionality of the Lea Act was upheld by the Supreme Court in 1947 [B•T, June 30, 1947]. In 1948, AFM President James Caesar Petrillo was acquitted of Lea Act violation in an attempt to force WAAF Chicago to hire additional music librarians [B•T, Jan. 19, 1948].

B & B ELECTION

Top Posts to Baker, Lusk

WILLIAM R. BAKER Jr. and Robert E. Lusk were elected by the board of directors of Benton & Bowles as chairman of the board and president, respectively, Atherton W. Hobler, chairman of the executive committee, announced Thursday.

Mr. Baker has been president of the agency since 1950 and a member of the firm since 1933. Mr. Lusk, executive vice president since 1950, also joined in 1933. Mr. Hobler, who has been chairman of the board, continues his active role as head of the executive committee.

OATH of office is administered to newly appointed FCC Comr. Eugene H. Merrill (r) by Chief Judge Harold M. Stephens (l) of U. S. Court of Appeals for District of Columbia. FCC Vice Chairman Rosel H. Hyde assists at ceremony held in Commission meeting room Tuesday.

CAMPBELL NAMED

Succeeds Borroff at WRS

ELDON CAMPBELL, New York representative of Westinghouse Radio Stations Inc. for three years, has been named WRS general sales manager by Joseph E. Baudino, vice president and general manager. He succeeds E. R. Borroff, who has resigned.

Mr. Campbell

Mr. Campbell will maintain his New York office at 444 Madison Ave. He joined Westinghouse in 1938 at WOWO Fort Wayne, Ind., as an announcer, later becoming program manager. He became program manager of KEX Portland, Ore., when WRS acquired the station in 1944 and a year later was made sales manager. He was transferred to New York as sales coordinator after five years at KEX.

American Chicle Names

AMERICAN Chicle Co., New York, names Dancer-Fitzgerald-Sample, that city, to handle advertising for Dentyne, Chiclets, Beeman's Pepsin and all other Adam brands, effective Jan. 1. The agency has been handling Clorets chewing gum and Clorets mints for American Chicle for the past two years. The additional amount of business for D-F-S is said to be about $1 million. Sullivan, Stauffer, Colwell & Bayles, New York, had been servicing the account.

Copyright Meet

FIRST meeting of the NARTB Copyright Committee will be held Nov. 17-18 at the association's Washington headquarters. Edward Breen, KVFD Fort Dodge, Iowa, will preside as committee chairman. Members will be given a general briefing on the whole copyright problem, including a legislative review and developments in the litigation field.

No TV at Home

AS IS customary when new government officials are sworn in, Eugene H. Merrill's family (four children and his wife) was present last week when he became the seventh member of the Commission which exerts life or death control over broadcasting. There was a TV set in the office assigned to him, and one of his children examined it as though it were a new toy. The new Commissioner's wife explained her child's curiosity. "We don't have a television set at home," she said. "We don't think it's good for children."

ABC NAMES

Three in Program Unit

THREE new appointments at ABC were announced Thursday by Ray Diaz, national program director for the radio department. They were as follows:

Myrtle M. Tower as director of program operations and William D. Hamilton as eastern production manager for the radio network, and Clayton Shields as business manager of the network radio program department.

Miss Tower, with ABC for seven years, has served as assistant manager of central booking, ABC radio; assistant to the national director of program operations, and assistant to the program manager of ABC's WJZ New York.

Mr. Hamilton, who has been senior director of the radio department, joined the network in 1948 from the J. Walter Thompson Co. as associate radio director.

Miss Shields, who has been program budget and office director since January 1951, previously was secretary, later assistant, to the business manager. She has been with ABC since January 1945.

CHURCH AWARDS

Go to all Major Networks

TRIBUTE was paid to the five radio and television networks for their contributions to religious broadcasting by the Broadcasting and Film Commission of the National Council of Churches of Christ in the U.S.A. at a dinner Wednesday at the Waldorf-Astoria Hotel, New York.

Citations expressing the appreciation of the commission were accepted on behalf of the networks by Niles Trammell, NBC board chairman; Alexander Stronach Jr., vice president in charge of ABC-TV; Gene Fitts, executive producer of WOR New York (Mutual); Dr. Allen B. DuMont, president of DuMont Labs., which operates the DuMont Television Network, and Adrian Murphy, president of CBS Radio.

The citations read in part: "On behalf of our constituent communions, councils and agencies, we express our deep appreciation to the radio and television industry for its contribution in providing its facilities in the broadcasting of religion."

Some 200 religious broadcasters associated with the commission and the networks heard keynote addresses by Dr. Buell G. Gallagher, president of the College of the City of New York and an ordained minister of the Congregational Church, and Paul A. Walker, FCC chairman.

Dr. Gallagher declared that radio and television contribute their greatest public service through the broadcasting of religious programs and said 721,000 responses to the commission's religious broadcasts had been received.

Chairman Walker pledged that radio and television would dedicate themselves to "continued fruitful employment . . . in the cause of human betterment and spiritual welfare."

Presiding at the dinner was Dr. Ronald Bridges, executive director of the Broadcasting and Film Commission. Presentation of awards was made by Dr. Truman B. Douglass, chairman of the commission.

NARTB BOARDS

Will Now Meet in D. C.

COMBINED Radio and Television Boards of NARTB will meet in Washington Dec. 3-4, instead of in Miami Beach Dec. 5-6, President Harold E. Fellows announced last week following a poll of directors. The meetings were originally scheduled to dovetail with the NBC affiliates meeting at Boca Raton, Fla., the shifting of sites following cancellation of NBC's convention [B•T, Oct. 13].

No change had been announced late last week in the Television Board's plan to meet at Cat Cay Island, off the Florida east coast. It was known, however, that a change is under consideration.

XUM

A $35 million customer tells radio and TV . . .

THERE'S ROOM FOR BOTH, IF BOTH EARN IT

Mr. PRYOR

SELLING broadcast media in most cases is as simple as a thorough presentation of all the facts and figures, Arthur J. Pryor Jr., BBDO vice president in charge of radio and television, told members of the Sixth NARTB District, meeting at the Peabody Hotel in Memphis.

Mr. Pryor, who as BBDO radio-TV vice president controls some of the nation's largest radio-TV accounts, spoke Oct. 10 on the feelings and thoughts of agency people about the status of radio in TV markets [AT DEADLINE, Oct. 13].

Introducing charts based on radio and television research, Mr. Pryor said both broadcast media "have grown fat because, in the majority of cases they haven't had to sweat for sales."

Mr. Pryor said he thought "most advertisers buy radio and TV—few of them are *sold*. The selling is done by factual presentations made available to salesmen by able station and network managements," he said.

The BBDO vice president laid the blame for much of television's promotion ("at the expense of radio") on radio network and station people, themselves, and said if this had not been the case, radio would have been more aggressive and concerned about its competitive position.

"However, the radio folks are beginning to think about radio again and, little by little, life is regarding its more normal aspects. . . . Some of us are beginning to feel we can discuss radio without the fear we are secretly being considered horse and buggy guys in a jet age," he said.

Calling on radio broadcasters to face problems realistically, he said retention of current business is "basically a question of keeping advertisers aware of the continuing advantages of their radio investments."

Mr. Pryor felt the greatest need is for research and its intelligent application. "Radio needs a rating system which will give a true picture of radio listening.

"Current audience figures don't take into account the listening to automobile sets, portables, radio in public places, nor the third, fourth and fifth sets in homes. We must know more about radio listening in TV homes," he said.

"No other medium reaches such a vast audience at such low costs, and we must continue to prove it," said Mr. Pryor.

The BBDO official said the "emotional approach" to media buying by agencies and advertisers is giving way to a more basic and realistic appraisal of advertising values and they are "beginning to think again in terms of 'how many for how much.' Under these circumstances, radio is on solid ground," he said.

Most of the concern in TV areas is over nighttime radio, with daytime radio "doing just fine" and indications being that it will do better, Mr. Pryor said. He said BBDO's timebuyers report orders for spot time have increased "an impressive amount" recently, with nighttime spot purchases in TV areas to "a considerable extent" switching to early morning spots.

Nighttime radio audiences are considerably smaller than TV in metropolitan centers, although accurate measurements of radio listening undoubtedly will raise total radio audience figures, said Mr. Pryor.

So far it hasn't been economically sound to delete network radio stations in metropolitan TV centers, and few advertisers have taken advantage of their opportunity to do so, "but the story isn't finished, and it must be watched carefully," the BBDO vice president said.

Rate Problem

Nighttime radio rates may have to be reduced still more to compensate for lost audiences in big TV centers. Advertisers cannot make up for these lost audiences simply by adding TV over and above other media, because their budgets just are not that flexible, said Mr. Pryor.

He said some station people are bewailing their failure to raise radio rates along with other media, and that radio rates, when finally cut, already were too low, "but the water was already over the dam."

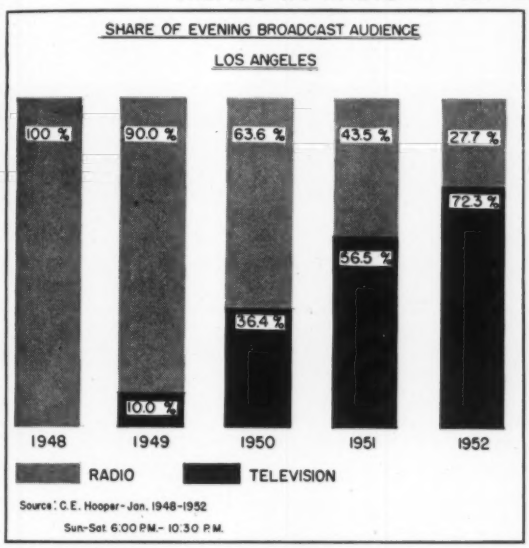
He said the chief worry about TV—its tremendous cost—is answered by the medium's exponents who say that although time and talent costs are going up, the cost per thousand is shrinking constantly.

Posing several questions for the future of radio and TV, Mr. Pryor said:

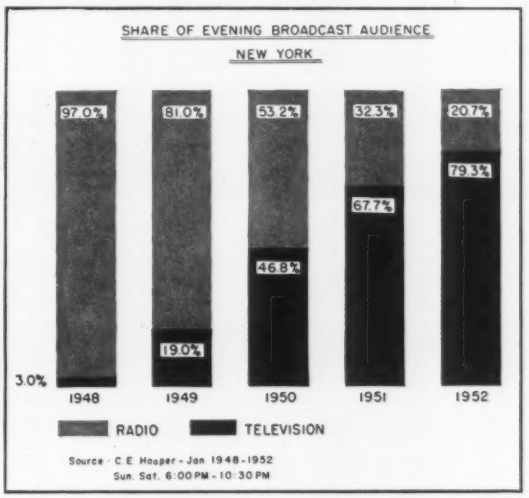
"The ultimate respective posi-

(Continued on page 31)

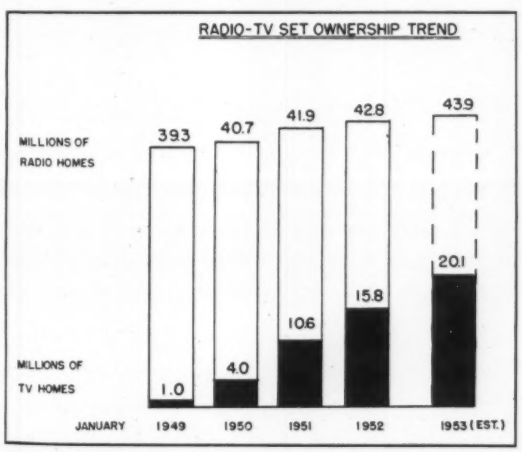
TRENDS IN RADIO-TV SET OWNERSHIP AND AUDIENCES



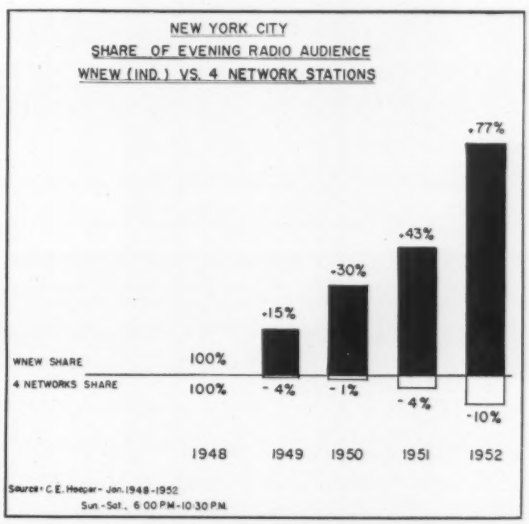
Radio ownership is up, but evening use of sets is down. Above chart shows how TV has claimed the biggest part of the evening audience in Los Angeles.



In New York, TV has made even bigger inroads in the evening audience.



Despite feverish rise of TV set ownership, radio ownership (already near saturation) has continued to rise in the television period.



But imaginative radio programming still pays off. Since TV, WNEW, bright and brassy has enlarged its share of the radio audience 77%.

HOW STATIONS HANDLE POLITICS—A NATIONAL SURVEY

How many stations will put a Communist candidate on the air? How many will take a chance on FCC reprisal by censoring libel? How many sell time for politics and how many give it away? Answers to these and a lot of other political broadcasting questions were obtained in the first national study ever made on this subject. It was done for a Ph.D. degree by a practicing broadcaster.

FCC should survey the entire political broadcasting field after the 1952 elections and overhaul its rules and regulations to guide radio-TV stations from the present impasse of conflicting government regulations and state laws governing libel.

Both the Commission and industry should strive for the repeal of provisions of Sec. 315 of the Communications Act on political broadcasts, in anticipation of a new set of standards that would resolve current confusion on the subject.

These two suggestions, among others, highlight an exhaustive survey of individual station practices on political broadcasts as compiled over the past year.

The study was conducted by Richard M. Mall, public affairs director at WLWC (TV) Columbus, and associated with the speech department at Ohio State U. His findings were made available exclusively to BROADCASTING • TELECASTING.

Thorough Study

Mr. Mall surveyed perhaps every conceivable aspect of the political broadcast issue at the individual station level by means of questionnaire. The project began September 1951. The form was mailed to nearly every AM station and all TV outlets. He received returns from 743 radio and 33 TV stations, claiming a "fairly accurate cross-section" of broadcasters—32.8% of all AM, and 30.8% of all TV.

The findings were broken down by characteristics: Station size, broadcast hours, network status, market size, areas and age of station. TV was divided into the number of stations per market.

Mr. Mall obtained expressions of policy by examining (1) bases on which stations make time available, and (2) extent and kinds of censorship exercised by local broadcasters. A second questionnaire elicited data on various station practices. Distinction was drawn between policies of campaign and non-campaign periods.

Mr. Mall submitted his study as indicative of policy among a large segment of the industry, claiming help from the FCC, NARTB, networks, Ohio Assn. of Broadcasters and two national political committees as well as local broadcasters. Replies were offered, on promise of anonymity in some instances, by station managers or other responsible executives.

Among the findings reported:

● The majority of radio-TV stations do sell political time, especially during campaigns (see Table I). This practice tallies with the results of the B•T survey in April 1948 [B•T, April 12, 1948], which found that 98% of AM station managers had so planned during that Presidential campaign.

● Majority of stations do not follow a policy of allotting free time to political broadcasts (see Table II).

● Amount of available political time is restricted by 42.4% of TV stations during campaigns, and by 58.8% between, and by 20.1% of radio outlets during and 19.9% between campaigns.

Survey notes "it is natural to assume some forms of restriction" must be used by stations to curb the flood of political requests for time and maintain undisrupted schedules. Another method of restricting time was rates charged (special political rate or regular one-time). Rate scale has been "helpful in curbing the number of political broadcasts."

Broadcasters are now prohibited from charging more than comparable rates for other commercial accounts under the McFarland amendment to the Communications Act. Stations now are advised to base their rates on whether office sought by candidate is national or local.

"A good many stations do offer free time but are careful to stipulate the terms and conditions imposed on its use," the survey found, adding the practice could lead to unending requests for time to "reply to the reply." Stations maintain varying policies for limiting political broadcasts. On other restrictions, the study explains:

Obviously the purchase of a large amount of time immediately preceding the election would give a certain political advantage—especially if the opposition was blocked out of the opportunity to be heard. It is the usual practice of stations to frown on this procedure. [Many stations] will offer a large amount of time, provided it is used on a regular, scheduled basis. The station usually reserves the right to approve or disapprove the scheduling of this time, keeping in mind the "equal treatment of all political viewpoints involved."

● A paid political program is "more apt to displace a regular commercial program than a sustaining political." The majority of radio stations are "not willing" to cancel regular commercials . . . while TV stations are "less stringent."

As for displacement of regular commercials, broadcasters used various yardsticks for interpreting the public interest: Interest in the local campaign, scheduling problems, sponsor and other considerations and individual circumstances. Broadcasters indicated they would be least inclined to displace news and religious broadcasts.

● The majority of radio-TV stations do not solicit actively political time sales. But if time is sought, broadcasters will accept contracts. Most radio outlets have adhered to a policy of selling time

(Continued on page 84)

TABLE I

PROPORTION OF RADIO AND TELEVISION STATIONS WHICH DO SELL TIME FOR POLITICAL BROADCASTS

	TV Stations	Radio Stations: ALL Stations	Full-time Network	Full-time Non-Net	Daytime Only
DURING CAMPAIGNS					
Replies	(33)	(743)	(387)	(172)	(184)
Per cent which do sell time	100.0%	99.0%	99.2%	98.2%	99.4%
BETWEEN CAMPAIGNS*					
Replies	(28)	(673)	(368)	(153)	(162)
Per cent which do sell time	53.6%	81.7%	76.0%	85.6%	85.8%

* Many stations did not answer questions concerning "between campaigns" political policy matters on the entire questionnaire. In those cases where a significant number responded to such questions, the "between campaigns" response will be indicated.

TABLE II

PROPORTION OF RADIO AND TELEVISION STATIONS WHICH DO GIVE FREE TIME FOR POLITICAL BROADCASTS

	TV Stations	Radio Stations: ALL Stations	Full-time Network	Full-time Non-Net	Daytime Only
DURING CAMPAIGNS					
Replies	(33)	(743)	(387)	(172)	(184)
Per cent which do give time	24.2%	20.1%	23.7%	18.0%	14.6%
BETWEEN CAMPAIGNS					
Replies	(28)	(642)	(334)	(148)	(160)
Per cent which do give time	50.0%	30.8%	37.1%	23.6%	24.3%

TABLE III

PROPORTION OF RADIO AND TELEVISION STATIONS WHICH DO CANCEL REGULAR COMMERCIALS IN FAVOR OF POLITICAL BROADCASTS

	TV Stations	Radio Stations: ALL Stations	Full-time Network	Full-time Non-Net	Daytime Only
Per cent cancelling for SUSTAINING politicals					
DURING CAMPAIGNS					
Replies	(33)	(743)	(387)	(172)	(184)
Per cent which do cancel	33.3%	19.9%	25.0%	16.2%	12.4%
BETWEEN CAMPAIGNS					
Replies	(17)	(594)	(312)	(140)	(142)
Per cent which do cancel	23.5%	19.6%	23.7%	17.1%	13.3%
Per cent cancelling for COMMERCIAL politicals					
DURING CAMPAIGNS					
Replies	(33)	(743)	(387)	(172)	(184)
Per cent which do cancel	57.5%	42.6%	49.8%	37.7%	32.0%
BETWEEN CAMPAIGNS					
Replies	(18)	(569)	(291)	(137)	(141)
Per cent which do cancel	33.3%	36.7%	41.5%	36.4%	26.9%

TABLE IV

THE POLICIES OF RADIO AND TELEVISION STATIONS TOWARD POLITICAL BROADCASTS BY COMMUNISTS DURING CAMPAIGNS

	TV Stations	Radio Stations: ALL Stations	Full-time Network	Full-time Non-Net	Daytime Only
Replies	(33)	(743)	(387)	(172)	(184)
Per cent which for*					
Communist candidate on Communist ticket will					
REFUSE time	63.6%	58.9%	57.8%	56.3%	63.5%
SELL time	12.1	27.8	28.6	31.3	22.8
GIVE time	...	.1	.2	...	...
Representative of Communist Party to support or oppose a candidate of another political party will					
REFUSE time	66.6%	64.4%	62.5%	65.6%	66.6%
SELL time	17.9	21.1	21.9	22.6	9.0
GIVE time	...	.1	.2	...	3.0
A person suspected of being a Communist, if on ballot of any OTHER party will					
REFUSE time	48.4%	45.2%	44.1%	41.8%	50.5%
SELL time	21.2	36.4	39.5	39.5	31.5
GIVE time	3.0	.1	...	...	...
An organization believed to have Communist affiliations will					
REFUSE time	63.6%	58.2%	57.8%	56.9%	60.3%
SELL time	6.0	23.2	23.5	25.5	20.6
GIVE time	3.0	.2	.2	...	...

* Differences between the percentage total and 100% account for stations which did not answer.

POLITICIANS ON MEDIA

Ratings in Mill

THERE's a politician in your future—with a finger on your pulse and perhaps an eye on his rating.

And standing by at the networks to weigh his fate Nov. 4 are the likes of "Mike Monrobot" and "Univac"—to mention but two electronic devices.

Ratings based on individual radio or television appearances of the Presidential and Vice Presidential nominees may not be as significant as the final election returns—but the trend is there.

The evidences are reflected at network and research levels as the campaign swings into its final two weeks.

● The rating service firms will map plans for surveys measuring relative popularity of the candidates, perhaps hopeful that they won't be subjected to the indignities heaped on Gallup and Roper in the '48 campaign.

● At the same time, preparations were underway at the major networks for the most comprehensive coverage of election results in history amid indications that approximately 10 hours of regular commercial network programs would be pre-empted to clear the way for returns.

Scattered Returns

There had been only scattered reports from the top research organizations evaluating the positions held by the candidates in competition with regular program fare — since the conventions last July.

Last week, however, A. C. Nielsen came up with a comparative report on cumulative audience as between the two White House aspirants. Other firms also would be preparing surveys. And one — American Research Bureau—indicated it will defer a November TV survey of regular programs from the first to the second week of the month because of election news competition with normal commercial fare.

Nielsen data showed that a simulcast by Gen. Dwight Eisenhower on NBC radio and NBC-TV Sept. 4 reached the largest cumulative audience accorded either candidate in sponsored radio and TV speeches made during the early part of September.

The report, covering the first sponsored radio and television broadcasts by Gen. Eisenhower and Gov. Stevenson during the campaign, gave the GOP nominee 2,440,000 radio homes and 5,320,000 TV homes on the Sept. 4 broadcast-telecast.

Allowing for duplication of homes the compilation shows that from Sept. 1-9, Gen Eisenhower reached 7,802,000 radio homes with four talks—an average of 1,950,500 homes per talk—while Gov. Stevenson was heard in 4,103,000 homes with three addresses—or an average of 1,367,667 homes.

For television, the GOP nominee recorded 5,320,000 homes reached for one talk compared to the Governor's 5,334,000 for three appearances.

The Nielsen data show homes tuned in for six minutes or longer, as follows, with the day and hour of the broadcast and, in most instances, the number of stations employed also shown. All these factors, it was pointed out, influence the number of homes that can be reached. The report (times are EDT unless otherwise indicated):

RADIO

Eisenhower, NBC, Sept. 4, 9:30-10 p.m., 174 stations (simulcast), 2,440,000 homes reached.

Stevenson, ABC, Sept. 5, 9-9:30 p.m., 306 stations (simulcast), 1,241,000 homes reached.

Eisenhower, NBC-ABC, Sept. 6, 2-2:30 p.m., 243 stations, 1,284,000 homes reached.

Stevenson, NBC, Sept. 6, 9-9:30 p.m., 174 stations, 1,327,000 homes reached.

Eisenhower, MBS, Sept. 8, 6:30-7 p.m. local time, 614,000 homes reached.

Eisenhower, NBC-ABC, Sept. 9, 10-10:30 p.m., 3,464,000 homes reached.

Stevenson, CBS, Sept. 9, 10:30-11 p.m. (simulcast), 1,535,000 homes reached.

TELEVISION

Stevenson, CBS, Sept. 1, 1-1:30 p.m., 53 stations, 1,382,000 homes reached.

Eisenhower, NBC, Sept. 4, 9:30-10 p.m., 60 stations (simulcast), 5,320,000 homes reached.

Stevenson, ABC, Sept. 5, 9-9:30 p.m., 49 stations (simulcast), 2,956,000 homes reached.

Stevenson, CBS, Sept. 9, 10:30-11 p.m., 37 stations (simulcast), 2,996,000 homes reached.

A Nielsen survey of Aug. 31-Sept. 6 gave Gen. Eisenhower's maiden sponsored simulcast speech in Philadelphia a rating of 5.7—sixth in the list of top 10 radio ratings for that week.

Ratings by the major research companies have been scrutinized perhaps just as avidly behind the scenes by the two political parties as by competitive commercial sponsors. And claims to audience coverage have been pursued almost as zealously.

The Democrats have confined a large portion of their network time-buys to a combination of CBS Radio and DuMont TV Network. The Republicans have been utilizing the facilities of CBS-TV and NBC-TV, as well as ABC and NBC radio networks. In some instances, the GOP has put together a selected ABC-NBC station network.

Ratings have assumed perhaps as much stature as actual attendance at political rallies.

This fervent interest in audience coverage has been building up slowly since the nominating conventions in Chicago last July. It will culminate in election eve political broadcasts and telecasts which give evidence of saturating the airwaves.

Network Strategists

Network planners were busily mapping out strategy for maximum use of personnel and mechanical aids in New York headquarters and elsewhere to bring viewers and listeners the progress of the election as rapidly as it unfolds. New York will be the focal point of news transmission, with periodic reports from other pivotal cities.

NBC radio and TV will rely on "Mike Monrobot," so-called "electronic brain," for trends of the voters in various regions and for predictions on what the voting is likely to be a few hours hence. NBC claimed the device is "the fastest electronic computer in the country."

CBS Radio and TV will make use for the first time of the newly-developed Remington-Rand "Univac," an electronic computer capable of making thousands of arithmetic calculations per second. In addition to providing rapid returns from all over the country, it is geared to furnish an instantaneous comparison with returns at the same hour and from the same places as in the Presidential elections of 1944 and 1948.

Both ABC radio and TV and MBS reported that their respective coverage will be supported by use of the latest type of mechanical-electronic tabulating equipment and, like NBC and CBS, will employ numerous visual aids to interpret the tide of events.

DuMont, which had not completed definite plans for election night coverage, indicated it will use the CBS-TV coverage sponsored by Westinghouse, supplemented probably by some reportage from its owned and operated stations.

Breakdown on election night plans as reported by the networks follows:

NBC

NBC radio will begin fulltime coverage at 8 p.m. and NBC-TV at 9 p.m., both EST, under the sponsorship of Philco Corp. Three hours of regularly scheduled commercial radio time and two and one-half hours of TV time will be cancelled.

Coverage will be under the overall direction of William R. McAndrew, with Charles Colledge, producer in charge of TV at election headquarters; Joseph Meyers, producer of NBC radio reports; Francis McCall, supervisor of remote TV pickups throughout the country, and Ad Schneider, supervisor of remote TV pickups in New York.

For television, Bill Henry will provide the running commentary, John Cameron Swayze will concen-

(Continued on page 34)

Drawn for BROADCASTING • TELECASTING by Sid Hix

"The only way we can give the Democrats equal time with the Republicans is to go on a 25-hour day."

WJZ Election Sale

INNOVATION in sales of election coverage was announced Thursday by officials of ABC's WJZ-TV New York. Admiral Corp. is sponsoring the network's coverage, but additionally Amoco will sponsor five-minute reports on local developments every half-hour on WJZ-TV starting at 8:25 p.m. on election night. The sale was negotiated for the stations by Edward Petry & Co., which has been named by the network as one of two independent representation firms to handle sales for its owned stations.

AM's Rates, Impact

(Continued from page 24)

ence of the broadcast media comprises a major asset that is particularly important in advertising articles of no great interest to most people, such as soap or tea, he said, pointing out that publication ads for such products can easily be turned aside but people listening to a program may also listen to the commercials despite their lack of interest in the product.

H. M. Beville, NBC director of research and planning, called radio a victim of "ratingitis," stating that broadcasters had failed to promote the all-important fact, not shown by ratings, that radio sells merchandise. He presented a slide film report on the survey made for NBC by W. R. Simmons & Assoc., which showed that the average American housewife spends two hours and four minutes a day listening to radio, one hour and 25 minutes watching TV, 38 minutes reading newspapers and 16 minutes reading magazines. Matched samples of listeners and non-listeners showed that, for program after program, listeners bought appreciably more of the product advertised on the show than non-listeners did.

A BAB plan to speed up the ARBI tests of the effectiveness of radio as a medium for retailers by financing the research costs of 100 tests made by a single store or up to 2,500 made by a retail chain was announced at the Thursday afternoon session by Kevin Sweeney, BAB vice president (see story, this page).

At the opening morning session, NARTB President Harold Fellows urged radio station operators not to be discouraged by anticipated competition from TV stations entering their markets, stating that it had not proved fatal to radio in the present TV markets and reporting that the full facts of how successfully radio has met that competition will soon be disclosed by a field survey now being made under NARTB supervision.

Richard Doherty, director of the NARTB Employer-Employe Relations Department, reported that an analysis of radio station operations since 1940 showed revenues increasing but costs increasing even more rapidly, a trend he predicted will continue in the years ahead. He urged station managers to exercise caution in negotiating new contracts with unions, pointing out that acceptance of "fringe" demands for vacations with pay, health and insurance plans and the like may prove more costly than they would seem to be at first glance.

Lever Bros. Names

WEST P. Woodbridge Jr. and Thomas S. Murphy, associated with Pepsodent Div. of Lever Bros Co., N. Y., as assistant div. advertising manager and product manager for Chlorodent, respectively, were named brand advertising managers.

AMONG those at the ABC Western Affiliates annual meeting, held at the Beverly Hills Hotel, that city, were (l to r) Charles Ayers, ABC vice-president in charge of radio; Franz Robischon, owner, KWRN Reno; Alfred R. Beckman, ABC director of station relations; Bob Ellis, KGHF Pueblo manager; Milo Peterson, KGEM Boise manager; Jack Flanigan, KITO San Bernardino manager; and Ned Hullinger, stations relations manager, ABC Western Div.

RETAIL TEST

BAB to Underwrite Major Project

TO CLINCH the evidence of more than 200 ARBI tests of radio's ability to move goods for retailers, BAB is offering to underwrite the research costs of a conclusive series of tests made either by a large retail chain or by a major store, Kevin Sweeney, BAB vice president, announced Thursday in an address before the NARTB Dist. 2 meeting (see story, page 24).

"For nearly two years evidence has been piling up in tests made by department stores and other principal retailers that radio reaches a very large group of customers not influenced by newspapers, now the No. 1 medium for retailers," Mr. Sweeney said.

"Only one step now remains: One major store or chain must make enough tests to confirm on a large scale the validity of the past two years' findings. The other stores will then follow suit."

BAB will finance the research costs of 100 or more tests made by a single store, involving probably $25,000 to $50,000 worth of advertising, or up to 2,500 tests for a chain, which would spend some $500,000 in advertising all types of merchandise in stores of all sizes in about 50 cities. The offer has "virtually no strings attached," Mr. Sweeney said. "The store or chain is free to choose the items, the media, the dates, the research organization and the method by which the research is to be done. We only reserve the right to make certain that the method is equitable and scientific."

Comparative Test

The ARBI tests involved a comparison of radio with another medium of store advertising, usually newspapers, with the same amount of money being spent in each medium at the same time to advertise the same item of merchandise. Reporting on recent tests made in Rochester and Syracuse, Mr. Sweeney said the usual pattern emerged: In seven of eight studies for leading retailers in the two cities, radio produced more sales per dollar than newspapers.

"But that is less important than the fact that radio reached a large number of prospects that dominant newspaper space failed to touch," he said. "The two media seem to complement one another and should be used together for maximum coverage."

Mr. Sweeney said BAB's offer to underwrite a major test is being advanced because the relatively few tests made so far in major cities "do not permit the firm conclusion that will result when a major chain or key department store makes a 'depth study' which will give them results on 25 to 30 ready-to-wear items, another 25 to 30 home furnishing items, etc."

He revealed that BAB has already financed two comprehensive tests in recent months—one by a grocery chain and one by a department store chain—each involving seven studies. "But these are only small pilot studies compared to what we are now ready to do," he said.

WGN-AM-TV LAYOFF

35 Staffers Released

THIRTY-FIVE radio and television staffers at WGN AM-TV Chicago have been laid off in an unprecedented move for the *Chicago Tribune* broadcast properties. Lopped off after a check on operating costs, the 35 employes represent less than 10% of the total personnel, which numbers about 400.

Almost all departments except sales were hit in the move which began a fortnight ago. Employes were given varying notices, depending on their service with the company. No management personnel was involved.

Keystone Adds 117

KEYSTONE Broadcasting System reported in Chicago last week that 117 stations have been signed as new affiliates since the first of the year. Blanche Stein, station relations director, said the total is now 500 stations covering 1,450 counties outside TV range.

PA. WOMEN

Hold First AWRT Meet

EXCHANGE of ideas among American Women in Radio and Television as a means of helping all women broadcasters was urged in a talk to members of AWRT's Pennsylvania Div. at the group's first meeting Oct. 11 at Williamsport by Gertrude Trobe, state chairman, from WBVP Beaver Falls.

Mrs. Trobe

Radio women from 40 Pennsylvania stations attended the group's initial meeting, held at Williamsport's Lycoming Hotel, which also featured a luncheon address by Doris Corwith, national AWRT president and NBC supervisor of public affairs, who urged each woman to consider seriously her duty in the field of communications.

An afternoon panel featured Esther Scureman, WCDL Carbondale; Dolly Banks, WHAT Philadelphia, and Alma Cramer, WARD Johnstown. The day's activities included a cocktail party, a film showing, a fashion show and a dinner sponsored by WWPA WLYC WRAK Williamsport. Highlight of the dinner program, headed by Kay Sasso of WWPA and Joan Krimm of WLYC, was a talk by Warren Bower, assistant dean of New York U. and professor of radio and television, concerning the educator and mass communications. Next conference will be held in Pittsburgh.

FM PROMOTION

Begins Nov. 3 in Alabama

FOUR-WEEK campaign promoting the sale of FM-equipped radio receivers will begin Nov. 3 in Alabama under joint sponsorship of NARTB and Radio-Television Mfrs. Assn. Taking part will be 16 Alabama FM stations along with several AM applicants for FM licenses and wholesalers of the well-known brands of FM-equipped sets.

Henry P. Johnston, WSGN-FM Birmingham, will supervise activities of radio stations. John Evins, Hart-Greer Co., Birmingham, is chairman of the distributors committee. Distributors will set up 600 FM display pieces created by RTMA. Stations will carry announcements and transcribed demonstrations of FM reception.

Chicago Milk Campaign

PURE MILK Assn., market representative for 14,500 milk producers in the Chicago area, is planning its first advertising campaign. Radio and TV spots and programs will be used to help promote milk consumption. Agency is Mel DeMunn and Assoc., same city.

XUM

GIVEAWAY COURT CASE *Set for December*

LONG-PENDING court test of the FCC's anti-giveaway rules, initiated more than three years ago, last Thursday was tentatively set for argument during the week of Dec. 15 before a three-judge federal statutory court in New York.

With FCC and the challenging networks agreeing to have the case decided on the basis of briefs and oral argument rather than actual trial, Judge Vincent Liebell of the U. S. Court for the Southern District of New York set the tentative timetable as follows, subject to approval by the yet-to-be-appointed three-judge court:

Main briefs to be exchanged by the participants on or by Dec. 1; reply briefs to be filed by Dec. 10; oral argument to be held starting at 2 p.m. on a day to be selected during the week of Dec. 15.

Participants are the FCC in defense of its rules, and, on the other side, NBC, CBS and ABC, which secured a stay order against them in September 1949, shortly after they were issued and before they could become effective [B•T, Oct. 3, 1949]. FCC handed down the rules on Aug. 18, 1949, to take effect on Oct. 1, but then, after the adverse preliminary ruling, voluntarily suspended the effective date until at least 30 days after completion of the court tests [B•T, Sept. 26, 1949].

New Judge to Be Named

A three-judge court composed of District Judges Leibell and Simon Rifkind and Appeals Court Judge Charles Clark originally was named to hear the case, but Judge Rifkind subsequently resigned to return to private law practice and another jurist will have to be designated to sit with Judges Leibell and Clark.

Network attorneys indicated last week a belief that, even though the case has lain dormant for more than three years, it will eventually be carried to the U. S. Supreme Court regardless of the three-judge court's decision.

Although the number of network "giveaways" employing a telephone gimmick—one of the main features against which FCC's rules appeared to be directed, in the opinion of some observers—are considerably fewer now than at the time FCC acted, they are widely prevalent on local stations. Additionally, observers felt that FCC might undertake to bring a large number of non-telephone giveaways within the range of its ban if the rules are upheld.

At the time the rules were adopted, giveaways at the network and local level were said unofficially to total millions of dollars in cash and merchandise per year. It was generally conceded by FCC legal authorities at the time that the rules were calculated to drive off the air virtually all of the big money and merchandise giveaway programs then being aired by the network except those depending upon audience participation alone—and even some of the latter, it was said, might not be free of the test of lottery law violation. Scores of syndicated giveaways and local shows also would be suspect, it was said.

Significant features of the rules defining programs which would be illegal are as follows:

". . . the determination whether a particular program comes within the provisions of subsection (a) [which forbids licensees to carry lottery, gift-enterprise or similar schemes] depends on the facts of each case. However, the Commission will in any event consider that a program comes within the provisions of subsection (a) if in connection with such program a prize consisting of money or thing of value is awarded to any person whose selection is dependent in whole or in part upon lot or chance, if as a condition of winning or competing for such prize:

"(1) Such winner or winners are required to furnish any money or thing of value or are required to have in their possession any product sold, manufactured, furnished or distributed by a sponsor of a program broadcast on the station in question; or

"(2) Such winner or winners are required to be listening to or viewing the program in question on a radio or television receiver; or

"(3) Such winner or winners are required to answer correctly a question, the answer to which is given on a program broadcast over the station in question or where aid to answering the question correctly is given on a program broadcast over the station in question. For the purposes of this provision the broadcasting of the question to be answered over the radio station on a previous program will be considered as an aid in answering the question correctly; or

"(4) Such winner or winners are required to answer the phone in a prescribed manner or with a prescribed phrase, or are required to write a letter in a prescribed manner or containing a prescribed phrase, if the prescribed manner of answering the phone or writing the letter or the prescribed phrase to be used over the phone or in the letter (or an aid in ascertaining the prescribed phrase or the prescribed manner of answering the phone or writing the letter) is, or has been, broadcast over the station in question."

Prado Indiana Drive

PRADO Wine Co., Indianapolis, for its five brands of Melody Hill California wines, will use animated TV and AM jingles in a broadcast campaign throughout Indiana. Agency: Ruben Adv., Indianapolis.

BROADCASTER GROUP at NARTB District 3 meeting (front row, l to r): Leonard Kapner, WCAE Pittsburgh, district director; Eunice Schneider, WEPM Martinsburg, W. Va.; C. Leslie Golliday, WEPM; Thomas E. Martin, WEEU Reading, Pa.; Mrs. Cecil Woodland, WQAN Scranton; Mr. Woodland. Back row, Robert G. Walter, WVAM Altoona; Herbert Scott, WPAZ Pottstown, Pa.; Harold C. Lund, WDTV (TV) Pittsburgh; John E. Surrick, WFBR Baltimore; George D. Coleman, WGBI Scranton; Roy E. Morgan, WILK Wilkes-Barre.

* * *

DELEGATES at District 3 meeting (front row, l to r): Virginia N. Cooper, WJLS Beckley, W. Va.; Alice Schein, WBTH Williamson, W. Va.; F. J. Evans, WPLH Huntington, W. Va.; Joe L. Smith Jr., WJLS. Back row, L. Waters Milbourne, Robert M. Richmond, WCAO Baltimore; Berton Sonis, WTIP Charleston, W. Va.; Jack Snyder, WFBG Altoona.

For story on District 3 meeting see page 42. District 2 story is on page 24.

Room for Both

(Continued from page 27)

tions of TV and radio as advertising media are anybody's guess, but the consensus of many people I have discussed it with is that they [radio and TV] will each emerge as a strong national medium, complementing and supplementing each other in the tremendous battle for sales and services ahead."

The expected increase in consumer goods to be created by declining defense expenditures will call for more and better selling and "radio sells goods," he said. "Radio has basic advertising circulation, grass roots circulation. The number of radio homes is increasing and so are homes with multiple sets."

He called a combination of radio and TV the best "unduplicated" buy available to advertisers, and advised both media to: (1) find out who is looking and listening, (2) find out what makes them tune you in and tune you out, (3) learn all you can about program preferences of your local audiences, (4) merchandise your advertisers' programs and products, (5) advertise your programs and station in other media and (6) do all you can to service your community and make your listeners proud of you.

CHICAGO ACLU

Says TV Films Uncensored

CHICAGO police censor all movies for local theatres but have no control over films telecast on the city's four stations, it was reported Wednesday at the annual Chicago area meeting of the American Civil Liberties Union, which said viewers can see in their own homes films which cannot be shown at a theatre.

Attorney Eli E. Fink, who represents the Balaban & Katz theatre chain, reported on the police censorship board, which screens all films, including newsreels and comic cartoons, for city release. The board's five non-professionals, he said, operate under a city ordinance and have no jurisdiction over TV films.

The board is empowered to refuse a show permit, demand deletions or editing, issue a "pink ticket" for adult education only or issue a permit. Several films which have not been shown publicly in Chicago have been telecast there.

Appearing in a panel on movie censorship and censorship in other communications media were Sanford Wolff, radio-TV attorney, and Sam Lesner, *Daily News* critic.

CBS-TV News Move

ENTIRE CBS-TV news department was to move to new and larger quarters in the Grand Central Terminal Bldg., New York, effective Saturday.

HEARING STATUS

FCC Rejects New Pleas

FOLLOWING a precedent ruling two weeks ago in the Portland, Ore., TV hearings—that comparative hearing issues may not be enlarged to take into account coverage and population factors [B•T, Oct 13]—the FCC last week turned down five petitions from other applicants in as many cities asking for the same thing.

In each case, the Commission referred to the Portland decision which permitted applicants to put coverage and population information into the record under present general issues. However, each case must be judged on its own merits, the Commission then said, and these will vary from city to city and applicant to applicant.

The Commission also pointed out that coverage predictions, as indicated in the Sixth Report and Order [B•T, April 14] and incorporated in the new Rules and Standards, were established for purposes of TV channel allocations and were not precise enough for specific coverage measurements.

The cities for which petitions were turned down were Tampa-St. Petersburg, Fla.; Wichita, Kan.; Jackson, Mich.; Duluth, Minn., and Flint, Mich.

New Hearings Begin

Meanwhile, two new TV hearings began last Wednesday: Harrisburg, Pa., and Tampa-St. Petersburg, Fla.

Two additional hearings were scheduled to begin today (Monday). They are Jackson, Mich., and Wichita, Kan.

Also slated to start today was the contest for Denver's vhf Channel 4. The two applicants are KOA, owned 50% by radio-TV-screen comedian Bob Hope and 50% by Denver Mayor Quigg Newton and associates, including Don Searle, former ABC western division chief, as executive vice president and general manager, and KMYR, owned by F. W. and A. G. Meyer. Friday saw the conclusion of the hearing between KLZ and Denver Television Co. (Wolfberg theatre interests) for vhf Channel 7.

In the Portland, Ore., proceedings last week, where a dozen applicants seek four channels, the uhf Channel 21 hearing was substantially completed and the vhf Channel 12 hearing commenced before Examiner Elizabeth C. Smith. The Channel 21 case was adjourned until Nov. 7, when remaining data will be presented and the hearing concluded. The Portland Channel 6 hearing is to commence Nov. 10; Channel 8, Dec. 1.

WFLA Tampa representatives huddle at St. Petersburg-Tampa hearing. L. to r: Messrs. Philip J. Hennessey, legal counsel; Millard M. Garrison, consulting engineer; Truman Green, secretary and George W. Harvey, general manager.

* * *

In Harrisburg there are two applicants for uhf Channel 27 and two for uhf Channel 71. The latter contest faded when the two applicants announced they were combining.

The two applicants for uhf Channel 27 are WHBG, owned by Herbert Kendrick and the *Philadelphia Inquirer* (WFIL-AM-FM-TV), and WCMB Lemoyne, Pa., whose majority stockholder is Edgar T. Shepard Jr.

One of the extra issues in the Channel 27 case is the question of potential overlap between WFIL-TV Philadelphia and the TV proposal of WHGB Harrisburg. The FCC Broadcast Bureau also has asked that possible interference by WCMB's proposed TV site to the antenna of WHP be made an additional issue.

Joining forces are the two applicants for Channel 71: Harrisburg Broadcasters Inc., 100% owned by Donald E. Newhouse, and WABX (FM), owned by Hal Bishop and W. T. Wright.

Mr. Newhouse is the son of S. I. Newhouse, head of the Newhouse newspaper chain *(Harrisburg Patriot News, Syracuse Post-Standard* and *Herald Journal, Newark Star-Ledger, Jersey City Journal, Long Island Press* and *Star Journal, Staten Island Advance* and *Portland Oregonian)*. The Newhouses also own WSYR-AM-FM-TV Syracuse and KGW-AM-FM Portland, Ore.

Harrisburg Principals

In the revision of Harrisburg Broadcasters Inc., WABX (FM) principals will own 500 shares of preferred, non-voting stock. Control will remain in Mr. Newhouse's hands.

The Harrisburg hearing was opened last week by FCC Examiner William G. Butts, one of the new hearing examiners. It was continued indefinitely. FCC counsel is Earl R. Stanley and FCC engineering counsel is John T. McCullin.

In the Tampa - St. Petersburg hearing, three applicants are vying for vhf Channel 8 and three for vhf Channel 13.

Channel 8 contestants are *Tampa Tribune's* WFLA, *St. Petersburg Times'* WTSP and Tampa Bay Area Telecasting Corp., principally composed of New York radio and advertising men. They are John Trevor Adams, general manager WJZ-TV; Harry W. Bennett Jr., Sherman & Marquette; John S. Houseknecht, William Esty & Co.; Hal James, Ellington & Co. Also associated in the Tampa Bay company are Florida realtor Robert James and truck dealer R. W. Evans.

Channel 13 applicants are *Tampa Times'* WDAE, Orange Television Broadcasting Co., principally owned by department store executives David A. Falk and Frank E. Mandel, and Tampa Television Co., 20% owned by W. Walter Tison (owner of WALT Tampa) and attorneys Doyle E. Carlton, David Elmer Ward, H. H. Baskin, O. K. Reaves and G. E. Mabry, among others.

Channel 13 fight has been highlighted by opposition of Orange Television Co. to Tampa Television. Originally, Mr. Tison was an applicant by himself. He was given permission to withdraw that application three weeks ago. He then filed as one-fifth owner of Tampa Television.

This led Orange Television to petition the Commission to overrule the motion commissioner's permission for Mr. Tison to withdraw "without prejudice" his original application and also against the Commission accepting the new application. This was on the ground that Mr. Tison had two applications pending at the same time, since his new application was filed Sept. 24 and his original one not dismissed until Sept. 30. The point was made that if the second was not accepted until the first was dismissed, then it would be less than 20 days before the hearing date and therefore ineligible

(Continued on page 72)

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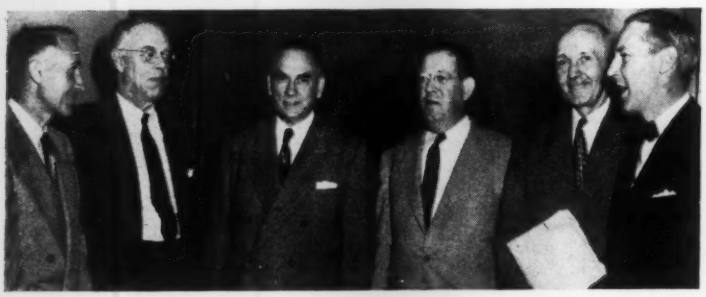


RECESS huddle of executives of Columbia Empire Telecasters Inc., also seeking Portland's Channel 12, include (l to r); Alfred Towne, consulting engineer; Philip L. Jackson, charman of the board; Wesley I. Dumm, president; Richard Bell, vice president; Frank C. McColloch, secretary, and Richard Brown, treasurer.

DISCUSSING events during Portland, Ore., Channel 12 hearing are these Oregon Television Inc. executives (l to r): Michael McMullen, chief engineer; Henry A. White, president; Stephen Eberly Thompson, vice president; William A. Healy, director, and Walter J. Stiles Jr., general manager.

Like kids go for cowboy suits

Baltimore merchants go for WITH like kids go for cowboy suits. They love the quick, profitable results they get from this low-cost station. At low, *low* rates, WITH delivers a huge, responsive audience—more listeners-per-dollar than any other radio or TV station in town. And that means *low cost results!* And that's why WITH *carries the advertising of twice as many local folks as any other station in town!*

So take a tip from these smart advertisers. Put WITH on *your* schedule. WITH can produce low-cost results for *you*, too! Get the whole story from your Forjoe man today!

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

Politicians on Media—Ratings in Mill

(Continued from page 29)

trate on returns in the Presidential race, Morgan Beatty, returns on the Senate and Gubernatorial contests, and Ned Brooks, on the Congressional elections.

For radio audiences, George Hicks and Merrill Mueller will furnish the running story of the Presidential race and the general election picture. Richard Harkness will broadcast developments on important Gubernatorial and Senatorial contests and Ray Henle on House elections. Additionally, NBC will use radio-TV teams headed by Ben Grauer at GOP headquarters and Kenneth Banghart at Democratic headquarters. Accompanying Gen. Eisenhower on election night will be Frank Bourgholtzer, while Gov. Stevenson will be covered by Ray Scherer. In Washington, Arthur Barriault will supervise reports from both party and candidate headquarters. A staff of 250 is expected at New York headquarters.

CBS

CBS Radio will begin coverage at 8 p.m. and CBS-TV an hour later, both under sponsorship by the Westinghouse Corp., which claims the first radio broadcast of election returns in 1920, when Warren G. Harding was chosen President. Pre-empting of 2 hours-10 minutes of commercial radio network time and 1 hour-30 minutes of TV commercial time is anticipated.

Overall supervision of election night coverage will be directed by Wells Church for CBS Radio and Sig Mickelson for CBS-TV, directors of news and special events for the respective networks. A combined radio-TV force will operate out of New York and Washington. The running story will be provided by a relay team consisting of Walter Cronkite, Robert Trout, Allan Jackson, and Douglas Edwards. Special reports, analyses, and interviews will be broadcast from time to time by Edward R. Murrow, Lowell Thomas, Larry Leseur, Charles Collingwood, and Don Hollenbeck. Bill Wood will be in charge of pickups from Washington headquarters of the Democratic and Republican parties, assisted by Bill Shadel and Ron Cochran. Ed Morgan will cover Gov. Stevenson and Bill Downs will cover Gen. Eisenhower.

For CBS Radio, Samuel Lubell, political analyst, will give periodic broadcasts on trends of the election based on reports from strategic centers. For CBS-TV Don Hewitt will serve as senior director. Paul Levitan will supervise remote pickups from CBS-TV affiliates throughout the country. Fritz Littlejohn, CBS-TV news managing editor, will man the main news desk and make assignments. Election staff in New York is expected to number about 300.

MBS

MBS will start election night programming at 8 p.m. EST with sponsorship by the Chevrolet Div. of General Motors and Chevrolet Dealers of America. Only regularly scheduled network commercial time after 8 p.m. that night are newscasts, which will be presented under their regular sponsorships.

Co-supervisors of the night's broadcasts will be Milton Burgh, MBS news director, and Arthur Feldman, special events director. Commentators will include Gabriel Heatter, Fulton Lewis jr., Cedric Foster, Cecil Brown, Bill Cunningham, William Hillman, H. R. Baukhage, Robert F. Hurleigh, Everett Holles, Fred Van Deventer, Lew Nichols, Frank Singiser, Ed Pettitt, Prescott Robinson, Lyle Van and Henry Gladstone, plus MBS regional news directors. A staff of 250, including some 200 tabulators, will be on hand in New York headquarters.

ABC

ABC radio and television will begin election night operations at 8 p.m. EST under sponsorship of Admiral Corp. Network commercial cancellations for that night total 35 minutes on radio, with no TV time pre-empted.

Overall operations for the night will be headed by Thomas Velotta, vice president for news and special events at ABC radio, assisted by John Maddigan, ABC-TV director of news and special events, and Don Coe, ABC radio director of news and special events. Forty commentators will be used throughout the night as a combined radio-TV team, including Walter Winchell, Drew Pearson, Elmer Davis, John Daly, Mary Margaret McBride, Martin Agronsky, Erwin D. Canham, Dr. George Gallup, Paul Harvey, Quincy Howe, George Sokolsky, Ted Malone, Leo Cherne and Walter Kiernan. ABC will use a staff of some 300 persons in its New York headquarters.

All networks will make election night broadcasts available to the Armed Forces Radio Service for transmission to U. S. troops overseas and to all naval vessels at sea.

The respective claims of each party have been conflicting, if not significant of any especial trend in the voting sentiment of U. S. listeners and viewers. Probably the ratings could more properly be said to be indicative of a sharp upturn in political interest as reflected in the increase of registrations sparked by the NARTB-American Heritage Foundation citizens promotion drive [B•T, Oct. 13].

Spark of interest first showed during the GOP national convention, which drew a Trendex rating of 41 for the first evening session —a rating higher than that of any regular commercial program.

The American Research Bureau estimated that 51 million saw the GOP conclave—about one-third of the U. S. population and perhaps slightly more than one-half of the eligible voting population.

Pulse Measures

The Pulse Inc. measured the televiewing audience in the New York metropolitan area, finding that the Republicans outdrew the Democrats by more than a third. It gave the GOP 43.0 and 16.5 for evening and afternoon sessions, respectively, as against 32.0 and 12.2. It was pointed out that the Democrats were handicapped by the Republicans meeting first, heat factors (keeping people outdoors) and baseball competition.

A. C. Nielsen also measured the convention radio audience, reporting that more than a third of nation's radio homes listened to the GOP conclave. Peak audience was 15 million homes.

The Nielsen TV Index gave nod to the Democrats on viewing, reporting 14,556,000 video homes tuned in to their convention, compared to 13,097,000 for the GOP sessions.

More recently, the dramatic buildup to Sen. Richard M. Nixon's (R-Calif.) radio-TV report of his finances gave him a ready-made audience, with NBC estimating some 25 million viewers and CBS an overall audience of 60 million for that program.

As the campaign moves into the final fortnight, both parties are gearing their efforts to as many radio-TV commitments as funds will permit. There were indications last week that, despite the Democrats' protest over the asserted GOP spot "blitz" [B•T, Oct. 13, 6], the administration party is better heeled to saturate the airwaves.

Despite a cry over lack of funds, the Democrats have reserved nine more simulcasts, effective this week, including four "fireside" chats by Gov. Stevenson. First is booked for Tuesday on NBC-TV and CBS Radio from Chicago. It's being billed as perhaps the first such political simulcast made possible by public money subscriptions. Democrats have purchased nine half-hours each on DuMont TV and CBS Radio.

Other programs, including simulcasts: Monday (today), Mrs. Franklin Roosevelt, NBC radio; Wednesday, President Truman (from Pittsburgh), ABC radio, CBS-TV; Thursday, Vice President Alben Barkley (Jersey City), CBS Radio, DuMont TV; Saturday, Gov. Stevenson (Boston rally), CBS Radio, DuMont TV. United Auto Workers will sponsor two other CBS-TV half hours and the CIO Political Action Committee the other.

By contrast, the only network commitments set up for Gen. Eisenhower are NBC radio this Wednesday and CBS Radio-TV Oct. 29. GOP high command is shopping around for funds to buy network time on election eve, probably at the Boston Garden. The Republicans have bought only seven simulcasts to date, plus two cited above—or nine compared to the Democrats' 18.

This preponderance of Democratic time commitments has raised concern in some station circles. One southwest TV broadcaster reported his orders running at a ratio of five to one, posing a question of programming balance.

A charge by Sen. A. S. (Mike) Monroney (D-Okla.) that the GOP had to cancel Eisenhower telecasts has been denied by Frank Armstrong, Kudner Inc., agency handling the GOP account. He conceded, however, that lack of funds may limit the general's network appearances in the last two weeks —at least those sponsored by the GOP National Committee.

The Democrats also have launched spot drives in California, Illinois, Minnesota and Ohio, among others.

There had been some talk of canceling some of Gov. Stevenson's radio-TV talks for lack of money, but the Democratic National Committee rejected any such possibility. The pinch has been severe but

(Continued on page 36)

DEMOCRATIC National Committee Chairman Stephen Mitchell (l) discusses broadcast media operations with J. Leonard Reinsch, managing director, WSB-AM-FM-TV Atlanta. Mr. Reinsch was TV consultant to the Democrats prior to the national convention and there have been reports that he will return to committee activity [CLOSED CIRCUIT, Sept. 29].

WAVZ GOES OVER
To Stevenson via Editorial

WAVZ New Haven, Conn., which claims to have pioneered the radio editorial format in recent years, last Friday utilized the device to announce its support of Gov. Adlai Stevenson for the Presidency.

At the same time, WAVZ offered equal free time to proponents for other candidates, including representatives of the local Eisenhower and Progressive Party groups. They were to speak on Saturday and Sunday mornings. The station previously had supported Gen. Dwight Eisenhower.

Daniel W. Kops, WAVZ vice president and general manager, delivered the editorial. He cited inadequate press coverage given the Democratic nominee as "one of the reasons we are speaking out to give you the editorial opinion of this station." Editorial reading was preceded and followed by labeling of the material as such.

WAVZ noted it has received numerous national awards on the basis of civic improvements promoted by the editorials. It has been airing them sporadically over the past three years.

XUM

NOT EVERY INDIAN CAN BE A CHIEF...

But all 620 affiliates
of the Keystone Network
are chiefs in their camps
—beating the drums
for their advertisers goods
in the rich hunting grounds
of Hometown and Rural America!

And if you like this wampum too
—you may buy all 620 chiefs
of this exclusive tribe — or
only a scouting party!
How about discussing your problems
in this market with us?

KEYSTONE BROADCASTING SYSTEM, Inc.

- New York: 580 Fifth Ave.
- Chicago: 111 W. Washington
- Los Angeles: 1324 Wilshire Blvd.

MBS' Competitive Cut

(Continued from page 23)

day, Executive Vice President William H. Fineshriber Jr. asserted:

"Mutual has traditionally stood out against the depreciation of radio values. We have consistently been the last of the networks to lower the national rate card. Through our different formulas for TV and non-TV markets, we have established a principle of pricing which should make this Mutual's last general rate adjustment."

Although MBS officials proposed to delay effectiveness of the plan until Jan. 1, they asked affiliates to sign and return as soon as possible amended contract forms embodying the proposed changes. This, they explained, would permit salesmen to start at once to sell 1953 business on the new price structure. The amended forms were being distributed last week.

Mutual's official description of the plan said it will:

"1. Provide a reduction of approximately 25% in nighttime rates coast-to-coast, with this reduction concentrated largely in TV areas.

"2. Increase morning rates to new advertisers by approximately 5% in all areas.

"3. Restore last year's 10% cut in afternoon advertiser time costs."

Two days before public announcement of the plan on Wednesday, Mutual reported that its gross billings for the first nine months of this year ran 13% above those for the same period of 1951. The figures would not, however, show the effect of the 1951 cost reduction, which was made via revised discounts rather than changes in the rates themselves.

The report put January-September 1952 gross billings at $14,534,119, compared with $12,816,185 for the comparable 1951 period. September 1952 gross billings were reported up 21% over those for September 1951—$1,607,104 this September against $1,324,061 last.

The Virginia Beach meeting at which MBS's plan to "get competitive" with other radio networks was unveiled was attended by President-Board Chairman Thomas F. O'Neil, Mr. Fineshriber, and other top officials of the network, along with members of the Mutual Affiliates Advisory Committee.

The session was also an organizational meeting for MAAC, following recent election of new members for several districts.

John Cleghorn, WHBQ Memphis, was elected chairman of the committee, succeeding Gene Cagle, KFJZ Fort Worth, who is now serving his second term as a MAAC member. George Hatch, KALL Salt Lake City, was elected vice chairman, and Rex Howell, KFXJ Grand Junction, Col., was re-elected secretary. Other MAAC members at the meeting were:

Victor C. Diehm, WAZL Hazelton, Pa.; Fred Fletcher, WRAL Raleigh, N. C.; E. J. Mc Kellar, KVOX Moorhead, Minn.; Robert McRaney WCBI Columbus, Miss.; Hugh O. Potter, WOMI Owensboro, Ky.; J. Porter Smith, WGRC Louisville; Fred Wagenvoord, KCRG Cedar Rapids; Jack R. Younts, WEEB Southern Pines, N. C.; John Laux, WSTV Steubenville, Ohio, and Wendell Mayes, KBWD Brownwood, Tex.

Mutual executives on hand for the meeting, in addition to Messrs. O'Neil and Fineshriber, were:

Earl M. Johnson, vice president in charge of station relations and engineering; Robert A. Schmid, vice president in charge of advertising, research and public relations; J. Glen Taylor, board member; Charles Godwin, director of station relations, and Robert Carpenter and Ray Danish, station relations division managers.

Piel's Buys Sports

SIGNING of Piel's beer for sponsorship of one-fourth of WPIX (TV) New York's 93-event winter-spring sports series from Madison Square Garden was announced by the station last Thursday. Sale brings sponsorship of the series, which opens Wednesday and extends to April, to the three-quarters mark. P. Lorillard Co. had signed previously for one-half sponsorship on behalf of its Old Gold cigarettes. Agency for Piel's is Young & Rubicam, New York.

Johnson Seeks TV

S. C. JOHNSON & Co. (wax), through Needham, Louis & Brorby, Chicago, was understood last week to be interested in an additional TV property for fall sponsorship. Johnson's currently sponsors *Robert Montgomery Presents* on NBC-TV alternate Mondays, 9:30-10:30 p.m., and has a firm 52-week contract. But sales of the product as a result of the use of television, it was understood, have zoomed so much that the firm is interested in adding another network program. It currently is considering a number of formats.

KMED and KYJC Medford, Ore., managers switch mikes (and stations momentarily) to speak Oct. 5 in celebration of "Radio Day" in the community. KMED marked its 30th anniversary, KYJC its fifth. The managers are Jennings Pierce (l), KMED, and Jimmy Dunlevy, KYJC.

Paint Co. Campaign

MODENE Paint Co., Chelsea, Mass., subsidiary of Unexcelled Chemical Corp., has launched a fall advertising campaign for its new "Odor Free Line" using radio programs, participations and announcements in six markets. Frederick-Clinton Co., New York, is the agency.

WSB Approves Increase

WAGE Stabilization Board has approved 15% weekly wage increase contract, agreed upon by CBS Hollywood and Publicists Guild last April [B•T, May 5]. Contract, affecting 13 members, raises starting salary from $77 to $86.50 for 40-hour five-day week and is retroactive to January 1. Fringe benefits hitherto had been approved.

TV COSTS

Talent High Item For Big Stations

TALENT costs for program performers comprise the largest single item of television station expense among larger stations, Richard P. Doherty, NARTB employe-employer relations director, told NARTB District 2, meeting Thursday-Friday at Westchester Country Club, Rye, N. Y. (main story page 24).

The talent item ranked first in a survey covering larger TV stations except, of course, for the overall item of payrolls as a whole. The talent figure is over and above talent costs incurred by sponsors and agencies for programs telecast by these stations. These are as much or even more than station talent costs.

Film rental costs consumed 8% of total TV station expenditures in 1951 for all except larger TV stations, according to Mr. Doherty. For smaller TV outlets, film rental costs averaged $25,000 per station.

Using June 1951 and 1952 as a base period, Mr. Doherty found that for identical stations, payrolls increased 24% during the period with per station staff employment up 15%. Program hours increased 20% during the year, according to the survey.

As to methods of compensating salesmen, Mr. Doherty found that in June 1952 over half (51%) were paid salary and commission, 40% were paid straight salary and 9% were paid on a straight commission basis.

Program hours in May-June 1952, exclusive of networks and their owned-operated stations, were divided as follows: 52% of program hours were network originated; 25% were local film; 21% were local live studio and 2% were local remote.

Selling costs for television averaged 8% of total expenses, according to Mr. Doherty's survey.

Taking up fulltime staff employment, he found that 41% of staff personnel were technical, 28% program and production, 21% general administrative, 6% sales and promotion, and 4% film.

Politicians on Media

(Continued from page 34)

contributions have been heartening. It was recalled that three of President Truman's talks were dropped in 1948. Fund-raising is underway by the National Volunteers for Stevenson.

Three Democratic Senators—Estes Kefauver (Tenn.), William Fulbright (Ark.) and Paul Douglas (Ill.)—have been soliciting money for the volunteer group. They've sent out telegrams to industry and civic leaders explaining that for a Stevenson victory "he must be seen and heard by American people on sufficient television-radio time this closing campaign month. Huge sums necessary to challenge Republican broadcasts."

Funds for Nixon

If the Republicans raise sufficient sums, there were hints that some would be siphoned off to Sen. Nixon for continued follow-throughs on the Communist issue similar to that delivered nationally on TV last Monday. Gov. Stevenson also spoke on radio-TV last week.

In other developments last week:

- **Time was purchased by the National GOP Senatorial Committee for an address by former President Herbert Hoover on CBS-TV last Saturday; by the New York Republican State Committee for five-minute addresses by GOP women leaders on 17 ABC stations, and for half-hour talk by Sen. Nixon on seven NBC radio outlets and 15-minute telecasts by the senator on WJZ-TV; by the GOP committee of Essex County (N. J.) and Women's State Republican Committee for a talk by Gen. Eisenhower on WNJR Newark last Friday.**
- **Time was purchased by the Kings County (N. Y.) Democratic Committee to sponsor hour-long Truman speech on WMGM New York Friday and also 60-minute talk by Gov. Stevenson on same station Oct. 31.**
- **Sen. Joseph McCarthy walked out on a Las Vegas, Nev. radio broadcast after heated debate with a newspaper publisher.**
- **"The New York Post" reported contributions to its radio-TV fund for Gov. Stevenson had risen to $39,721.86. "The nation's future must not be dependent on a monopoly of radio and television," said Roger L. Stevens, fund finance chairman, referring to the purported GOP "blitz."**
- **District of Columbia Republican women groups raised more donations, bringing contributions to $30,000 for radio-TV use.**
- **Tom L. Evans, president of KCMO Kansas City and chairman of the 1944 Truman Vice Presidential fund drive, revealed receipts and expenditures for that campaign, including time bought on radio stations.**

IF GOP VICTOR

Little Change at FCC Seen

FCC probably would show "little alteration" in policy as the result of a Republican victory at the polls next month, according to speculation by the *Wall Street Journal*.

The Oct. 10 issue of the *Journal* reviewed possible changes in business regulation policy as may be effected by various government agencies. Among those it felt would be directly affected by a change in administration: Federal Trade Commission, Dept. of Justice, Federal Power Commission and perhaps the Securities & Exchange Commission.

SIOUX FALLS, SOUTH DAKOTA

5000 W. **NBC**

Serving and Selling the Richest Corner of Four States with 99.3% Radio Homes

announces the appointment of

The O. L. Taylor Company

as

National Representatives

HOMETOWN JAMBOREE. . .Plays 48 towns per year in KELO Primary. Amateur contests, plus professionals, plus the search for Mr. and Mrs. South Dakota. Full page promotion weekly in the Sioux Falls Daily Argus Leader, plus extra hometown rural page. $200.00 per ½ hour.

MARIE HORTEN..... Sioux Falls' Women's Show

LITTLE OSCAR. . . . . .Sioux Falls' Only Daily Live Talent Show.

FARM NEWS. . . . . .South Dakota's farm news by South Dakota's Farm Authority, Les Harding. On the air at farm listening hours.

TRI-STATE COVERAGE

.5 MV Area
51 Counties
Population 700,000
Radio Homes 207,000

PRIMARY & SECONDARY COVERAGE AREA

87 Counties
Population 1,250,000
Radio Homes 354,000

"The First With The Best in The Upper Midwest"

SIOUX FALLS, KELO SOUTH DAKOTA

ABC's Single Rate

(Continued from page 23)

parture without first consulting affiliates—and, because of the competitive pressures arising from the fact that CBS Radio and NBC already had acted, they concluded that they did not have time for such consultations before making some move of their own to "meet the competition."

First chance to broach the idea to a large group of affiliates came at the Hollywood meeting with West Coast and Mountain States affiliates on Sept. 29. Second was at last week's regional meeting in New York, when the subject was discussed at considerable length again, and third was in Chicago on Friday. Fourth will be in New Orleans next Monday, and similar meetings are to be held in one or two other cities on a date or dates not yet set.

Other subjects being canvassed in the regional meetings, which are held annually, include sales, program, and advertising and promotion plans, plus other questions of common concern to network and stations.

In their discussions of the pending merger of ABC with United Paramount Theatres, network officials are making clear their expectation that the move will be given the necessary FCC approval by around Dec. 1 and that then ABC will be in excellent position to compete keenly with NBC and CBS, as well as the other networks, in both radio and television.

Maintains Place in Home

Research studies also were presented to show that, although TV may be driving radio out of the living room, it is by no means driving it out of the house.

President Robert E. Kintner and Ernest Lee Jahncke Jr., vice president and assistant to the president, are heading the network's delegations to the regional meetings.

Others who attended last Wednesday's meeting in New York—which drew approximately 70 representatives of 55 to 60 ABC stations in New England, Pennsylvania, New York, New Jersey, Maryland, the District of Columbia and northern Virginia—and who were slated to participate in those in Chicago and New Orleans included Charles T. Ayres, vice president for the radio network; Ted Oberfelder, director of owned radio stations; Alfred R. Beckman, national director, and William Wylie, manager of radio and TV station relations departments, and Oliver Treyz, director of research and sales development.

Additionally, all regional managers of the radio and TV station relations departments were on hand at the New York meeting, including Earl Mullin, Jim Mahoney, Ralph Hatcher, Bob Guthrie, Joe Merkle, Don Shaw and Spencer Schiess.

Messrs. Mullin and Mahoney also were slated to attend the Chicago meeting, which was for affiliates from Ohio, West Virginia, Michigan, Indiana, Illinois, Kentucky, Wisconsin, Minnesota, Iowa, Nebraska, Kansas and North and South Dakota.

The New Orleans meeting today at the International House will be for affiliates from Oklahoma, Arkansas, Texas, Louisiana, Mississippi, Tennessee, Alabama and west Florida.

JAMES McDONALD (l), extends best wishes to Edgar Donaldson whom he has just succeeded as supervisor of TV program operations, WSYR-TV Syracuse. Mr. Donaldson resigned his WSYR-TV post to become a radio-TV producer for Ketchum, MacLeod & Grove, Pittsburgh.

RADIO-TV GAVE FACTS ON TAX

Cigarette Firm Leader Lauds Media

SUCCESSFUL results of the cigarette industry's radio and television campaign to acquaint the public with the sizable federal tax on cigarettes was described last week by Robert M. Ganger, president of P. Lorillard & Co., New York, at a Sales Executives Club of New York luncheon last week.

Highlighting the industry campaign, Mr. Ganger said, was the slogan, "Half the pack goes for tax," pointing out that an industry survey last spring showed "the public had absolutely no idea as to the amount of tax it was paying." He underlined another public misconception pointed up in the survey: "Cigarette prices are too high . . . and prices would come down if the cigarette industry spent less on advertising."

With these public sentiments in mind, the industry last spring began to use 30-second spot and "hitchhike" messages on 38 radio and 27 television programs of various cigarette companies for a period of six weeks, he said.

"Before the campaign we tapped public opinion and found that only 9% of smokers knew the federal tax was 8 cents a pack. After the six week campaign, we tapped public opinion again and found this 9% had grown to 32%, an increase of more than three times in six short weeks," Mr. Ganger said.

The first survey (before the campaign) showed that "nearly half the smokers thought federal taxes should be increased," Mr. Ganger said. But the later survey revealed that only one-third of smokers thought cigarettes "should bear an additional burden."

Dwelling on the significance of an increase from 9 to 32% of public awareness of the amount of the cigarette tax, Mr. Ganger commented:

"If you had a product that was known to just 9% of the public and then, after only a six-weeks period, you found it was known to 32% of the public, you would say, I'm sure, that this result was not only wonderful—it was almost unbelievable! For you sales-management men know how long it takes to put over any idea to the mass public."

Changing attitudes toward increasing the cigarette tax from one-half to one-third was tantamount to a salesman adding 13% "of all markets in this country—as new customers to his line," Mr. Ganger remarked. He noted that in this instance the campaign did a selling job and consequently the public "bought an idea—just as they buy a product."

The results of the campaign, Mr. Ganger declared, illustrate that "industry and company advertising can be teamed up with public relations—and do everyone a lot of good." He observed that the radio and TV programs helped clear the air of misconception about taxes and prices and thereby created "a better and more friendly climate for future sales and merchandising activities."

Despite the overwhelmingly favorable results of the campaign, Mr. Ganger noted, the program did not cost the participating companies "a single penny" outside of funds for research. He explained the campaign was handled as "hitchhikes, cowcatchers and spots on regular radio and TV programs."

JERSEY MEET

Hear Hennock Praise; Re-elect Alger

FCC COMR. Frieda B. Hennock last week paid tribute to the New Jersey Broadcasters Assn. as the first state broadcasters' organization to take an active role in bringing together commercial and education television.

"You in New Jersey have provided a shining example to all associations, broadcasters and educators," Miss Hennock told a Monday luncheon meeting of the NJBA in Camden. Presiding over the sessions was Paul Alger, general manager, WSNJ Bridgeton, who was unanimously re-elected NJBA president.

Other officers named were Thomas B. Tighe, WJLK Asbury Park, vice president; Kenneth Croy, WMTR Morristown, secretary-treasurer; Fred Weber, WFPG Atlantic City, and Fred Bernstein, WTTM Trenton, members of the executive committee.

Complimenting the broadcasters, Miss Hennock stated that "since educational television presents a once-in-a-lifetime opportunity to the American people, you quite properly are doing your share in making it a reality in our homes and schools."

"In doing so," Miss Hennock added, "be assured that you also further your own private interest, for the substantial development of educational television cannot help but make all broadcasting more popular and raise its prestige to unprecedented levels."

In response to a request from Thomas S. Dignan, New Jersey deputy director of Civil Defense, for data on the type of programming that would be carried on the state's stations if the Conelrad emergency system were put into effect, the following committee was appointed: Mr. Weber, who is chairman of NJBA's Radio & TV Civil Defense Committee, and James Howe, WCTC New Brunswick.

New Jersey's plans for operation of six educational TV stations were outlined by Dr. Frederick W. Raubinger, State Commissioner of Education, who said that educational television can provide "a high standard of values for commercial TV."

During the Rutgers Radio Institute portion of the meeting, Dr. Lewis Webster Jones, president of Rutgers U., said educational institutions can be better trusted with the creative tasks of developing the television art than can Hollywood and Broadway elements alone.

NJBA voted to finance the trip of state winners to the finals of the "Voice of Democracy" contest.

The two-day program included political debate between Republican Sen. H. Alexander Smith (N.J.) and his Democratic opponent, Archibald Johnson, which was broadcast over a number of New Jersey stations and transcribed for rebroadcast over others.

Toni, Bobbi Buy

BOBBI home permanent, through Leo Burnett, Chicago, and the Toni Co.'s White Rain shampoo, via Tatham-Laird, same city, will sponsor the last two quarter-hours on ABC's *Breakfast Club* (five-a-week, 8 to 9 a.m. CST) from Oct. 21 for 52 weeks. Segments are the 8 to 8:15 slots on Tuesday and Thursday.

NEWEST STAR
in WJBK's
All-Star Talent Line-Up
TOM GEORGE

Air Salesman Without Peer

☆ Broke all records for sales results on powerful WWVA, Wheeling, with his casual, relaxed, wonderfully "real" selling technique.

☆ Starred on Station WOR, New York.

☆ Master of ceremonies and star of his own show on the full NBC network for 13 weeks.

NOW ON WJBK

doing the same terrific selling job 4½ hours a day (12:00-3:30 p.m., 7:00-8:00 p.m.)

STARS SHINE NIGHT and DAY on WJBK

The Station with a Million Friends

TOP TALENT TO DO A TOP SELLING JOB FOR YOU

NORM LENHARDT 6:00 to 7:30 A.M.
GENTILE & BINGE 7:30 to 9:15 A.M.
DON McLEOD 9:15 to 11:00 A.M. 3:30 to 6:00 P.M.
BOB MURPHY 11:00 A.M. to 12:00 Noon
TOM GEORGE 12:00 Noon to 3:30 P.M. 7:00 to 8:00 P.M.
HEADLESS HORSEMAN 6:00 to 7:00 P.M.
KEN CLINE 8:00 to 10:00 P.M.
LARRY GENTILE 10:00 P.M. to 1:00 A.M.

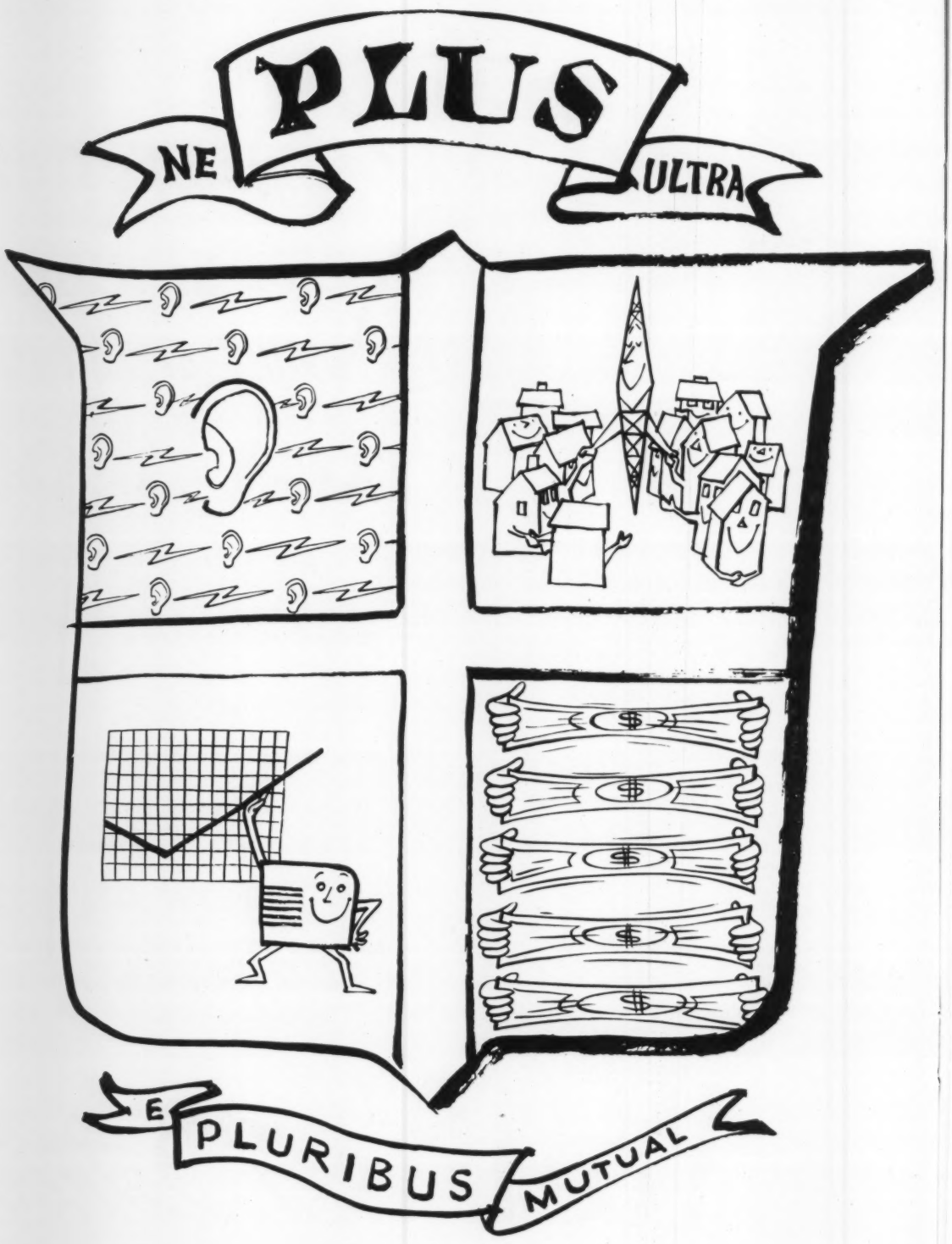
WJBK *Detroit*

A STORER STATION

TOPS in MUSIC, NEWS and SPORTS

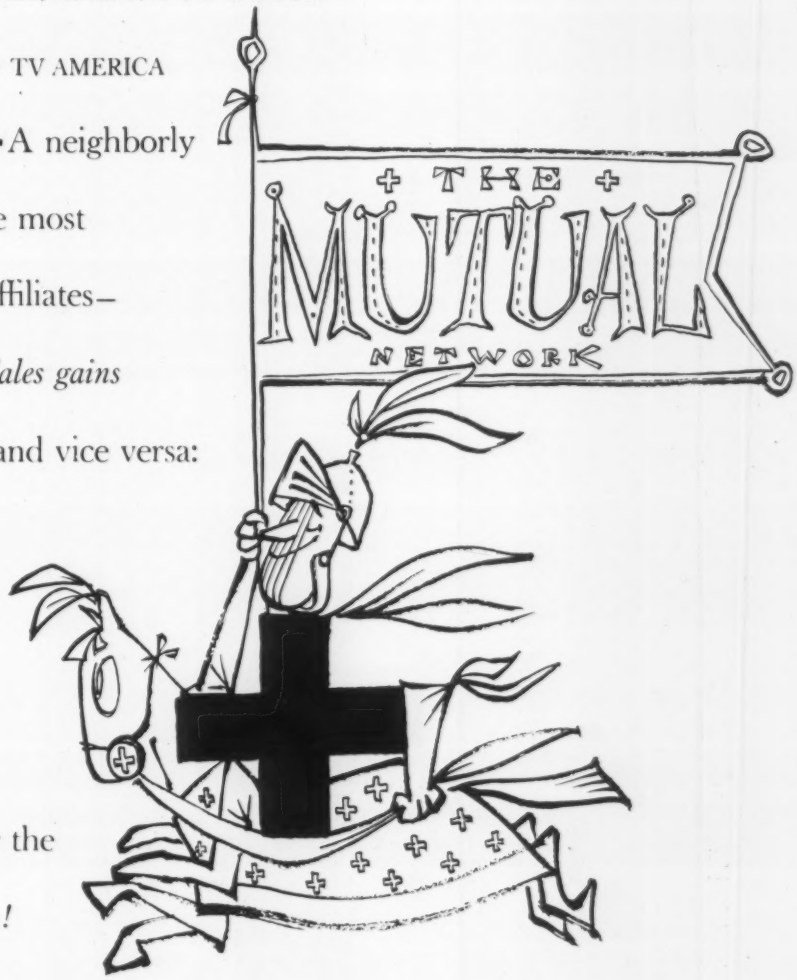
National Sales Mgr., TOM HARKER, 488 Madison, New York 22, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY


NE PLUS ULTRA
E PLURIBUS MUTUAL

Ears and *towers, sales* and *dollars*—these make modern heraldry for The Plus Network. ✚ *Ears* to mark the 17 million radio homes in NON-TV AMERICA (dominated 2-1 by MBS) and the 73 million family-hours-a-day of radio listening in TV AMERICA (where MBS alone is gaining listeners). ✚ A neighborly *radio tower* to set the MBS pattern of the most stations nearest the most people (560 affiliates—nearly double any other network's). ✚ *Sales gains* to show what MBS is doing for clients (and vice versa: billings up 13% here, 1st 9 months over '51). ✚ *Stretched dollars* to represent MBS economy (lowest costs in all broadcast advertising).

✚ ✚ ✚ ✚ These four forces, put together the *Plus* way, can herald new profits for *you!*



Mutual Broadcasting System · 1440 Broadway · New York 18 · LOngacre 4-8000

NEWS BLACKOUTS

NARTB Urged to Lead Fight at Dist. 3

RADIO-TV fight to halt censorship of public and sports events was started last week, with NARTB to spearhead the effort to halt discrimination against the electronic media.

Aroused by a number of recent instances in which radio and TV have been kicked around by governmental agencies, colleges and sports promoters, with the public deprived of news coverage, broadcasters from NARTB District 3 (Pa., W. Va., Md., Del.) decided to wage a fight for their rights.

District 3 delegates, meeting at Harrisburg, Pa., last week called on the association to investigate the censorship trend and to develop a program of action.

NARTB President Harold E. Fellows sparked the drive in his opening address to the meeting, 15th of the 17-meeting series. He said it is a long-range battle but predicted the industry will win the right to report public events.

District 3 delegates set the campaign in motion Tuesday by adopting two strong resolutions calling for industry investigations.

Referring to the Walcott-Marciano fight in Philadelphia, where radio and TV were denied access and an embargo was placed on use of round-by-round reports for re-creation after the event was over, the district delegates demanded that the NARTB board name a committee to study the incident and "if such study confirms current reports of unjust censorship, take proper steps to oppose a repetition of such denial of freedom in the future."

A second resolution pointed to repeated evidence "of a dangerous trend toward foreclosing radio and television from coverage of public events, such as the NCAA ban on football game coverage, the rules of congressional leaders regarding coverage of public committee sessions, the various limitations on coverage of baseball and other sporting events."

Asks Convention Report

The district called on NARTB to make "a complete study" and report to the national convention in Los Angeles next spring for proper recommendations and action by the members.

In opening the District 3 meeting Leonard Kapner, WCAE Pittsburgh, presiding as district director, named J. Gorman Walsh WDEL-AM-TV Wilmington, Del., as chairman of the resolutions committee. Others on the committee were Roy E. Morgan, WILK Wilkes-Barre; L. Waters Milbourne, WCAO Baltimore, and Lawrence H. Rogers II, WSAZ-AM-TV Huntington, W. Va.

"It just doesn't make sense to deprive the public of a major sports event such as the Walcott-Marciano fight and confine it to a handful of people in theatres," Mr. Fellows said, adding that the principle is "not morally sound." He contended promoters should not go so far as to prevent use of re-created accounts of a sports event on radio and television.

"This is a long fight," Mr. Fellows said. "We are going to obtain our rights. Congressional proceedings and similar public affairs should be available to radio and television. The public is invited to sit in the gallery. Every citizen has that privilege and radio and television are entitled to the same rights."

J. Robert Gulick, WGAL-AM-TV Lancaster, Pa., presiding at a sales panel, advocated a 10% increase in daytime rates on most radio stations, contending this boost should have been made years ago when set circulation was increasing rapidly. He observed that coming of TV competition in nearly all markets will create an acute nighttime sales problem and influence sale of live sports events. He added, however, that TV has "definitely brought out the fact that daytime radio is more valuable than ever."

Offering a list of sales suggestions, Mr. Gulick listed these ideas, among others: Train salesmen to sell programs as well as announcements; sell creatively instead of harming the whole industry by lambasting competitive stations; obtain new clients; sell a second and third program to present clients.

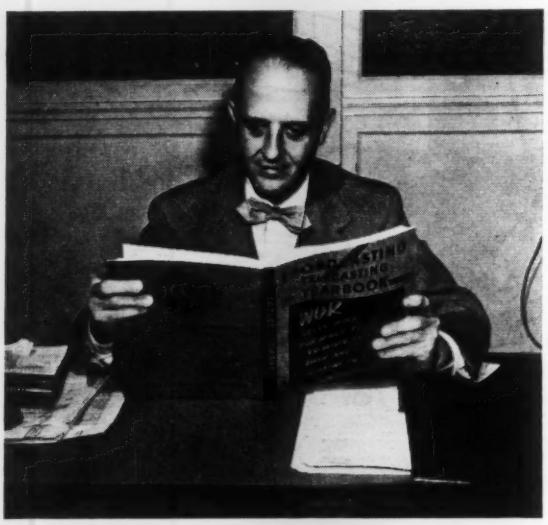
A. K. Redmond, WHP Harrisburg, denounced rate-cutting as a destroyer of confidence and opposed giving national rates to accounts whose products and services are nationally distributed. He said double-billing is "pulling us all down in the estimation of the advertiser."

Thomas B. Price, WBVP Beaver Falls, topped it off by adding, "The guy who double-bills is dishonest and digging his own commercial grave."

William H. Paulsgrove, WJEJ Hagerstown, termed per inquiry contracts a liability, referring to the recent increase in P. I. offers. Mr. Redmond called P. I. "the curse of the industry" and added that many five-minute transcriptions

(Continued on page 44)

What's he looking at?



Stanley Pulver, Lever Brothers, is looking at the personnel lists of radio stations . . . OR, at your advertisement in the BROADCASTING Yearbook.

Strictly Business

(Continued from page 16)

a native of Charleston, W. Va. He was graduated from the U. of West Virginia, where he was a star athlete on the Mountaineer football and track teams, and a member of Kappa Alpha fraternity.

Always interested in getting into the advertising field, he had his first chance in 1926 in Chicago while en route to Green Bay, Wis., to play professional football with the Packers. Through a friend, he got a job with the Chicago *Daily News* selling classified advertising. Shortly thereafter, he worked on local display at the *Herald-Examiner* and soon took charge of all chain store accounts.

In 1929, Mr. Dilcher went to work for an AT&T subsidiary, Electrical Research Products Inc., as the first Chicago salesman in the newly-informed educational film department. Later he went to New York to sell Western Electric sound equipment to movie theatres and transcription turntables to radio stations. It was there he met Joan Rapposch of New Britain, Conn. After a storybook whirlwind courtship starting on a Tuesday, they were married the following Saturday in The Little Church Around the Corner with a borrowed wedding ring, two paid witnesses and a 50-cent corsage.

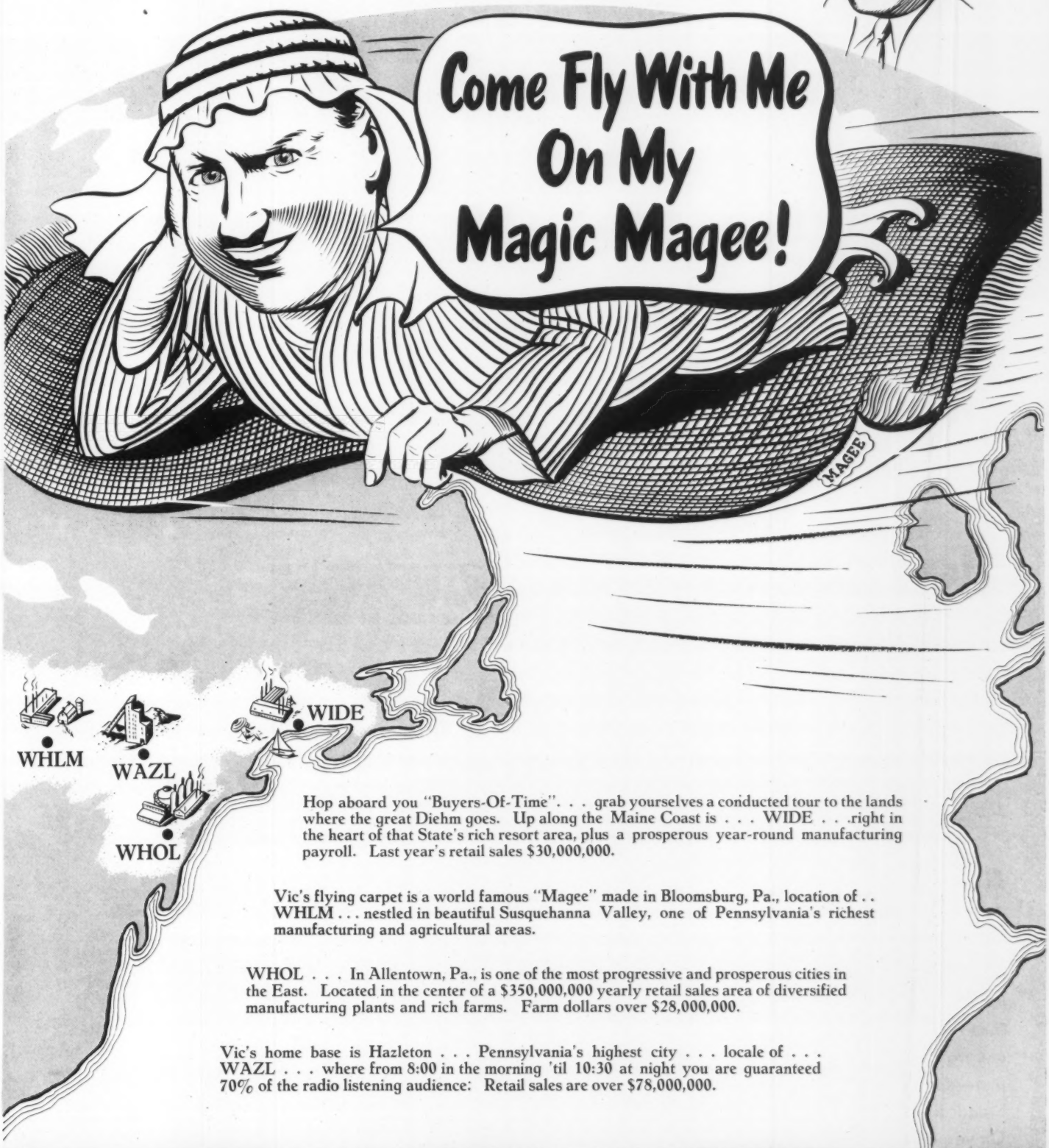
They started their domestic life in Chicago, where he joined the national advertising staff of Scripps-Howard newspapers; continued to Dallas, where he was S-H office manager for five years, and returned to Chicago when he joined John Blair & Co. The Blair sales staff then included three persons. There are now seven salesmen, four in radio and three in TV. Mr. Dilcher supervises activity of the radio salesmen.

He and his family live in suburban Glen Ellyn, where Mr. Dilcher is active in civic affairs. He has worked as chairman of the nominating committee and campaign manager for the Village Betterment Party and is a director of Glen Oak Country Club, where he and his wife play golf and shoot skeet and trap. They participate in various inter-country club sports events. He is also a member of the Chicago Radio Management Club.

The Dilchers have three children: Charles Jr., 20, a junior at Purdue U. who is majoring in mechanical engineering and is a Phi Kappa Psi; Henry, 17, a high school senior who plans to study aeronautical engineering at Purdue, and Mary Ann, 12, a champion swimmer and diver in junior high who also expects to attend Purdue.

XUM

Vic RADIO PROFIT Diehm Says:



Hop aboard you "Buyers-Of-Time". . . grab yourselves a conducted tour to the lands where the great Diehm goes. Up along the Maine Coast is . . . WIDE . . .right in the heart of that State's rich resort area, plus a prosperous year-round manufacturing payroll. Last year's retail sales $30,000,000.

Vic's flying carpet is a world famous "Magee" made in Bloomsburg, Pa., location of . . WHLM . . . nestled in beautiful Susquehanna Valley, one of Pennsylvania's richest manufacturing and agricultural areas.

WHOL . . . In Allentown, Pa., is one of the most progressive and prosperous cities in the East. Located in the center of a $350,000,000 yearly retail sales area of diversified manufacturing plants and rich farms. Farm dollars over $28,000,000.

Vic's home base is Hazleton . . . Pennsylvania's highest city . . . locale of . . . WAZL . . . where from 8:00 in the morning 'til 10:30 at night you are guaranteed 70% of the radio listening audience. Retail sales are over $78,000,000.

WAZL HAZLETON, PA. NBC-MBS (Represented by Robert Meeker Associates).

WHOL ALLENTOWN, PA. CBS

WHLM BLOOMSBURG, PA. (Owned and Operated by Harry L. Magee).

WIDE BIDDEFORD-SACO, ME. MBS-YANKEE (Represented by Edward Devney).

AMONG those attending the NARTB District 6 meeting [B•T, Oct. 13] were (seated, l to r) Bill Hutt, KLRA Little Rock; Henry Clay, KWKH Shreveport, District director; Ted Cott, WNBC-WNBT (TV) New York, and George Thomas, KVOL Lafayette, La.; standing, Ken Flenniken, WDEF Chattanooga; Bill Stubblefield, NARTB; Walter Compton, WTTG (TV) Washington; Roy Dabadie, WJBO Baton Rouge, Henry Slavick, WMC-WMCT (TV) Memphis.

GROUPED at NARTB District 6 meeting were (seated, l to r) Granville Walters, WAML Laurel, Miss.; Mrs. Harold Krelstein, WMPS Memphis; Harold E. Fellows, NARTB president; Edgar Stern Jr., WDSU New Orleans; standing, Storm Whaley, KUOA Siloam Springs, Ark.; John Hart, WBIR Knoxville; Glenn Dolberg, BMI, New York, and T. B. Lanford, KRMD Shreveport.

News Blackout Fight Urged

(Continued from page 42)

are "nothing but a five-minute pitch." "You're selling the industry down the river if you use P. I.," Mr. Paulsgrove added, with Mr. Gulick reminding that the standard contract form contains a clause requiring the station to give an advertiser as low a rate as that enjoyed by any other advertiser.

Richard P. Doherty and Charles H. Tower, NARTB employe-employer relations director and assistant director, respectively, conducted a panel discussion on economics and management problems.

Robert K. Richards, NARTB assistant to the president, conducted a panel on news programming. Participating were Joseph Cleary, WESB Bradford, Pa.; W. J. Thomas, WCPA Clearfield, Pa., and Mr. Rogers.

"News is your best public relations weapon," Mr. Richards reminded. He called for a change in hold-for-release rules discriminating against early evening newscasts.

Mr. Cleary urged stations to take advantage of radio's speed in delivering news to the public. Mr. Thomas advocated wider use of portable tape recorders and telephone beep facilities for news purposes. Mr. Rogers, noting that the public hasn't yet learned to feed tips to radio stations as they do in the case of newspapers, suggested all station employes serve as voluntary tipsters. He urged stations to take stands on public issues and not be afraid to criticize public agencies merely because they operate with a government license.

Presiding at the Tuesday morning TV panel, Paul Raibourn, KTLA (TV) Los Angeles and member of NARTB's TV Board, said the public has paid $6 billion for television sets and $800-$900 million for programs. He noted that TV dealers have received $2 billion of the $6 billion set fund.

"That's all wrong," he declared. "The manufacturers have dominated TV and have made the money thus far." He looked ahead to the day "everyone dreams of" when there will be 50 million TV sets and 2,000 TV stations, suggesting the average program cost will run about $30 per set per year, with the networks getting a good part of this fund and the station $10 to $12. He estimated minimum TV station operating costs at $250,000 a year.

Station Payroll Requirements

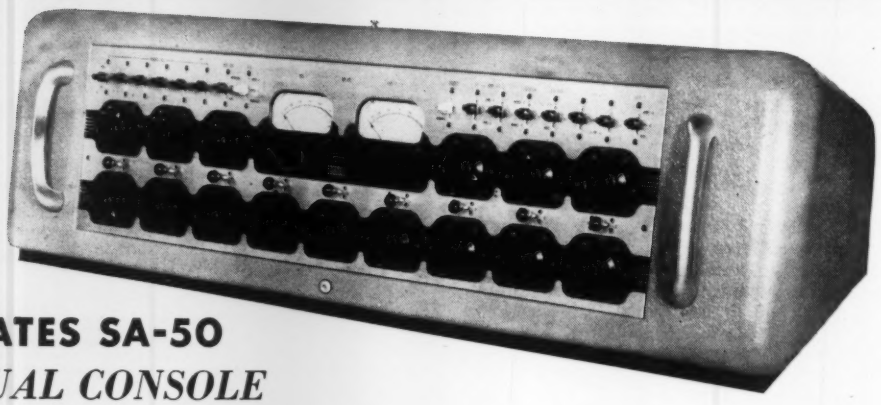
Roger W. Clipp, WFIL-TV Philadelphia, said a station requires a minimum of 30 persons, or a payroll of $110,000, with costs running around $250,000. He offered a series of general rules-of-thumb for radio operators to use in estimating TV conditions—2½ to 4 times the investment, number of people, rates, revenue, loss, efficiency and "2½ to 4 times less time to play golf."

Charles Vanda, WCAU-TV Philadelphia, advised autonomy in TV personnel as the best way to keep down costs. He predicted film companies soon will raise their prices. F. W. Cardall, WBAL-TV Baltimore, pointed out that TV has increased Baltimore's advertising budgets and radio hasn't suffered from the competition.

Mr. Rogers of WSAZ-TV Huntington said new TV stations will

(Continued on page 46)

Quality PLUS ··· makes GATES ··· a MUST



GATES SA-50
DUAL CONSOLE

There is always a ready circuit available if you choose the Gates SA-50 Dual Console for your aural or video needs. Without question the most complete console made today. For example: 4 high level amplifiers, 9 mixing channels, all preamplifiers are two stages and transformer in and out, complete input and output circuit selection of all amplifiers plus—dozens more of the extras found only in Gates equipment, the quality line in the broadcast field. We will gladly forward more detail on Gates SA-50 just for the asking. Oh yes, do you have a Gates audio catalog? Yours for the asking.

GATES RADIO COMPANY
QUINCY, ILL., U. S. A.

Warner Bldg., Washington, D. C.
2700 Polk Ave., Houston, Texas
Canadian Marconi Company, Montreal
Rocke International, New York City

XUM

"Spots Before and After AP News Easy to Sell."

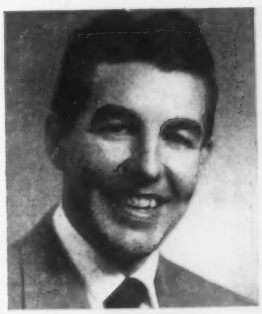
"We've found that featuring AP news every hour provides our best adjacencies. All 60 AP news programs per week are sold, as are all the adjacencies. Many sponsors take the adjacencies while waiting to grab the next available 5-minute news program."

Jerry Stone, General Manager
WNDB, WNBD-FM,
Daytona Beach, Fla.

AP NEWS Sells Adjacencies, Too!

"AP Adjacencies Make Other Selling Easy."

"KBOE gives much credit for its phenomenal success to The Associated Press. Listener competition is terrific because all four networks come into Oskaloosa strong. But we've never been without a sponsor on an AP newscast. And the adjacencies to these programs are so desirable that they make it easier to sell other programs."



Ken Kilmer, Manager
KBOE,
Oskaloosa, Iowa.

For full information on how you can put Associated Press news to work for you and your sponsors, contact your AP Field Representative or write

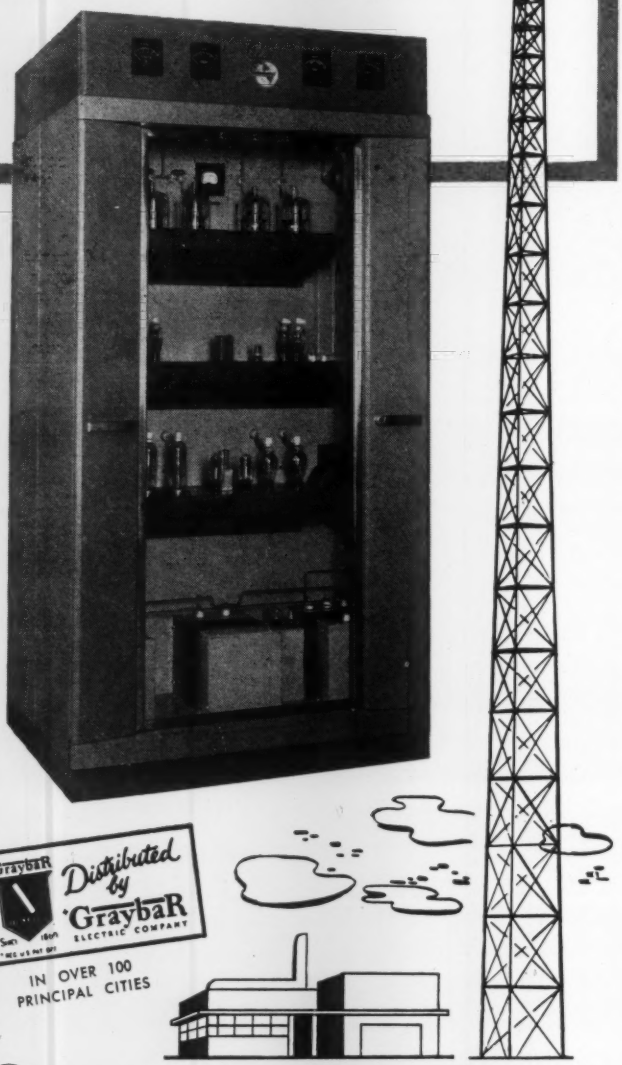
RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza
New York 20, N. Y.

Hundreds of the country's finest stations announce with pride

"THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS."

The *Continental*
Type 314-2 1000 Watt
AM TRANSMITTER
combines excellent performance
with streamlined simplification

Simplified circuit design . . . fewer controls . . . ease of adjustment . . . frameless, unified cabinet . . . automatic voltage control . . . extreme accessibility of all components . . . easy cutback to 500 watts . . . electric door locks . . . these are only a few of the many new refinements incorporated in the new Type 314-2 Transmitter by Continental. Complete details and technical data available on request.



Distributed by GraybaR ELECTRIC COMPANY
IN OVER 100 PRINCIPAL CITIES

Continental Electronics
MANUFACTURING COMPANY
4212 S. Buckner Blvd. Dallas 10, Texas

News Blackout Fight

(Continued from page 44)

find costs running about 120% of income for quite a while. He added that it's necessary to deliver a good product before revenue equals costs.

Harold C. Lund, WDTV (TV) Pittsburgh, offered suggestions on translating the increase of audience into income by means of periodical rate increases.

Panel members discussed ways of bringing department stores into television, agreeing this type of business had proved one of the medium's big disappointments. Robert M. Richmond, WCAO Baltimore, a former department store executive, said the whole thinking of store buyers and advertising officials is along newspaper lines.

Mr. Raibourn, winding up the panel, emphasized the value of good, local programming, including community events in which young people take part. "It will be a lot better world, and better from a television code standpoint, if you put on these programs instead of network comedians who live on sexual wisecracks," he said. Mr. Clipp and other panel members warned against "too much bricks and mortar" in building TV stations.

Victor C. Diehm, WAZL Hazleton, Pa., presided at a merchandising panel. Taking part were Mr. Kapner and Edward Wallis, WIP Philadelphia.

Among other resolutions adopted by District 3 was a proposal that NARTB conduct "a comprehensive annual report of the all-industry efforts in the public interest" for distribution throughout the nation during National Radio & Television Week. Delegates renewed their pledge to continue the vigorous campaign to promote registration and to bring out a record vote in November, recalling that American Heritage Foundation has given the electronic media official credit for much of the increase in registration [B•T, Oct. 13].

TAMPA RADIO CITY

Proposed by WFLA's Harvey

ALL radio and television station studios in Tampa, Fla., would be housed in one giant "radio city" in a proposal by George W. Harvey, general manager of WFLA-AM-FM that city. He made the proposal in a talk to the Tampa Board of Realtors Oct. 9.

Mr. Harvey said all radio and TV stations in Tampa instead of setting up separate facilities, could locate their studios in a radio-television center patterned after New York's Radio City. He said the central building would cut down on expenses for all stations and that such a center would set Tampa apart as one of the most forward-looking cities in the nation.

AAAA MEETING

Set for Oct. 28 in N. Y.

CREATIVE responsibility of advertising agency personnel will be the key theme of the Eastern Annual Conference of American Assn. of Adv. Agencies slated for New York on Oct. 28-29. More than 1,000 persons are expected to attend from agencies in the New York, New England, and Atlantic councils.

Agenda for the meeting, being released today (Monday), calls for a session on radio and TV production to be held as one of several group meetings scheduled.

Lewis H. Titterton, Compton Adv., will serve as chairman for the radio-TV session, which is set for the morning of Oct. 29, concurrently with two other group meetings.

Harper Chairman

Announcing plans for the conference, Marion Harper Jr. of McCann-Erickson, conference chairman, asserted that "every factor in the making of sales-building advertising calls for creative thinking on the part of agency personnel." He said the conference "will be devoted to exploring means of stimulating creative thinking for the betterment of advertising and the advertising business."

Nine group meetings are scheduled in the two-day period, following the general session Tuesday morning, Oct. 28. The three group sessions that afternoon, and their respective chairmen, are: Copy & Art, John H. Tinker Jr., McCann-Erickson; Media, Lyndon O. Brown, Dancer - Fitzgerald - Sample; and Trade & Industrial, Henry C. Silldorf, G. M. Basford Co.

Wednesday morning's group meetings in addition to the one on radio-TV production, will deal with international advertising, led by Lorimer B. Slocum, Young & Rubicam, and with marketing and merchandising, under John S. Grier, Young & Rubicam.

Louis Brockway, Young & Rubicam, will address a Wednesday luncheon which will be open only to members of management or their representatives.

Wednesday Meetings

Three other simultaneous group meetings are slated Wednesday afternoon, with one of these—management— to be subdivided into three sessions for agencies of various sizes. The chairmen of these management meetings will be James J. McMahon of James J. McMahon Inc.; Donald K. Clifford of Doherty, Clifford, Steers & Shenfield, and Fred B. Manchee of BBDO.

Other Wednesday afternoon meetings will deal with mechanical production, under the chairmanship of Milton J. Sutton of Cunningham & Walsh, and with research, under Henry F. Godfrey, J. Walter Thompson Co.

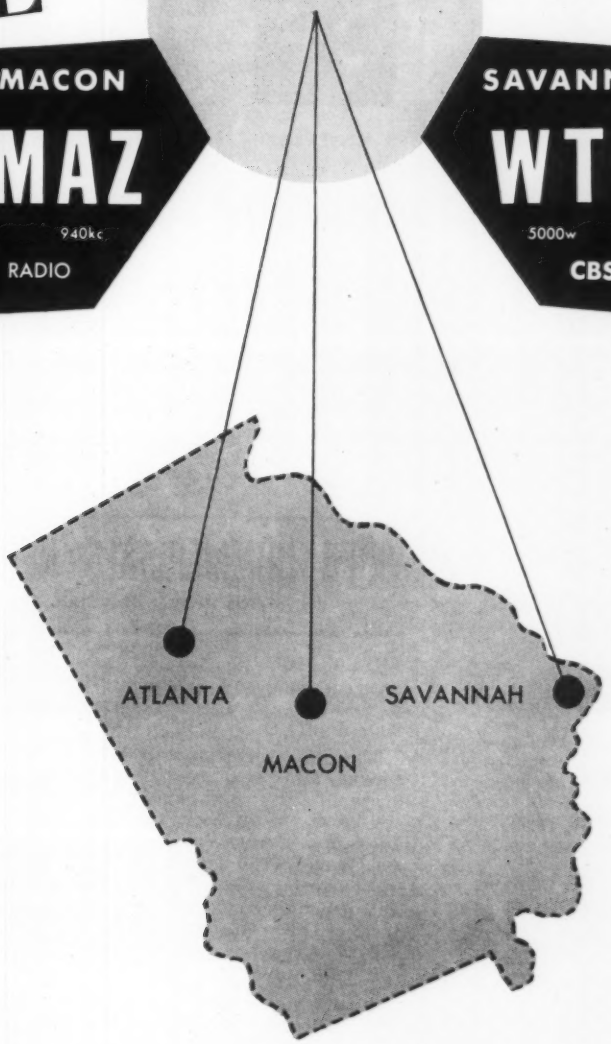
ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S MAJOR MARKETS

THE GEORGIA TRIO

ATLANTA
WAGA
5000w 590kc
CBS RADIO

MACON
WMAZ
10,000w 940kc
CBS RADIO

SAVANNAH
WTOC
5000w 1290kc
CBS RADIO



the* TRIO *offers advertisers at one low cost:

CONCENTRATED COVERAGE
•
MERCHANDISING ASSISTANCE
•
LISTENER LOYALTY BUILT BY LOCAL PROGRAMMING
•
DEALER LOYALTIES

in* 3 *major markets

represented individually and as a group by

THE KATZ AGENCY, INC.

NEW YORK CHICAGO DETROIT ATLANTA DALLAS KANSAS CITY LOS ANGELES SAN FRANCISCO

It's A Bright Daytime Picture!

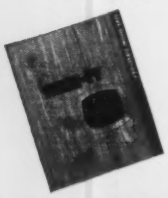
WOODland! TV

It's a sunny picture for WOOD-TV in the prosperous Grand Rapids, Muskegon, Kalamazoo and Battle Creek market. Pulse proves that WOOD-TV has a *terrific* share of the listeners from sign-on to 6 p.m. If you want selling power in the great Western Michigan market, consider WOOD-TV in the light of these statistics:

PULSE STUDY*
GRAND RAPIDS, MUSKEGON, KALAMAZOO, BATTLE CREEK AREA
Share of Audience, Average ¼ Hour Homes Using TV

	10 AM — 12 N	12 N — 6 PM
	MONDAY — FRIDAY	
WOOD-TV	90%	60%
STATION B	10	38
STATION C	—	2
	SATURDAY	
WOOD-TV	85	63
STATION B	15	34
STATION C	—	3
	SUNDAY	
WOOD-TV	—	63
STATION B	—	35
STATION C	—	2

*February, 1952



Pick a bright spot in Western Michigan advertising from this folder of complete details on all live shows currently available on WOOD-TV . . . the area's *only* station with live facilities and locally produced shows. Write, wire, call or send a pigeon; WOOD-TV direct or nearest Katz office.

WOOD-TV

GRAND RAPIDS, MICHIGAN
Grandwood Broadcasting Company
NBC — Basic; CBS, ABC, DuMONT — Supplementary
National Representatives: Katz Agency
Associated with
WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.
WEOA — Evansville, Ind.

EVANS NAMED

To Manage KGMB-AM-TV

C. RICHARD EVANS, for 25 years with KSL Salt Lake City, has been named vice president and general manager of KGMB-AM-TV Honolulu by J. Howard Worrall, president of Hawaiian Broadcasting System. Mr. Evans rose from technician to the vice presidency of KSL and directed development of KSL-TV including construction of the 10,000-foot-high TV transmitter.

Mr. Evans has appointed Wayne Kearl, recently sales promotion manager of KNXT (TV) Hollywood, as sales and promotion manager of the Honolulu AM and recently authorized TV outlet. Both will serve in their same capacities at KHBC Hilo, also operated by Hawaiian Broadcasting System. Before going to KNXT Mr. Kearl had been at the KSL stations in Salt Lake City.

Mr. Evans

Mr. Kearl

During World War II, Mr. Evans served as research project engineer at the Columbia U. war research division, with the Navy holding a number of classified patents in his name. He designed the installation for the weekly CBS broadcasts from the Salt Lake Tabernacle and holds patent applications for new recording and reproducing devices.

Among Mr. Evans' professional connections are Public Relations Society of America, National Society of Professional Engineers, American Institute of Radio Engineers, Acoustical Society of America and Radio Executives Club of America. He was first president of Utah Broadcasters Assn., is a past president of Utah Society of Professional Engineers and is a member of the Salt Lake Rotary Club and Chamber of Commerce.

Animal Audience

E. L. JACKSON, owner of a large herd of cattle in the WSB Atlanta coverage area, reports that he keeps the dials of his radio tuned to WSB because music from the station "soothes the nerves of his cattle." WSB said also that chicken farmers in northern Georgia and in South Carolina report that WSB programs "keep their chickens happy."

CD Slides

SERIES of film identification slides is being distributed to TV stations by the Federal Civil Defense Administration for use in promoting volunteer CD enlistments. Six-second spots will be used by 86 TV stations in 45 critical target areas during National Civil Defense Volunteer Registration campaign Nov. 11-27. Viewers are asked to enlist in police, engineer and other services.

VIDEO COMMERCIALS NEED STUDY

Ads Have Reached Adolescence, McMahan Finds

TELEVISION commercials have reached adolescence and now need to face a frank discussion of the facts of life.

This view is expressed by Harry Wayne McMahan, executive producer of Five Star Productions, Hollywood, in his book titled, *The Television Commercial*, being issued this week in a pre-publication edition to some 50 key advertising and TV industry executives for their comment and suggestions. It will be released to the trade early next year.

"Cartoon remains the most misused and abused technique in the business," Mr. McMahan states.

Listing what he considers each technique does best in making TV film commercials, Mr. McMahan states cartoon is advantageous for (a) gaining interest, (b) trademark characters, (c) personalizing the product, (d) exaggeration, (e) fantasy and (f) signing jingles. Live action-narrative, he declares is best for (a) demonstration, (b) exposition, (c) human interest and (d) appetite appeal. He classified live action-dialogue best for (a) "personality" commercials, (b) testimonials and (c) key copy lines.

Well-constructed commercials rarely need more than a minute to get the job done, he continues. The three great advantages the 20 second spot has over the one minute commercial are sustained impact, longer life and greater flexibility.

Six "i-Checks" for a successful TV commercial are listed as idea and imagination; interest and information, identification and impact.

Mr. McMahan believes that live action is the most useful technique in TV commercials because it permits the simplest translation of human, personal experience from the screen to the viewer.

"Instead of cutting costs, an advertiser controls costs by pre-planning. Good writing is the secret of cost control."

4 A's CONVENTION

Pacific Council Elects Devine

CHARLES R. DEVINE, secretary-treasurer of Devine & Brassard Inc., Spokane, last week was elected chairman of the Pacific Council of the American Assn. of Adv. Agencies at its 15th annual convention held at Arrowhead Springs Hotel, San Bernardino. He succeeds Carl K. Tester, president, Philip J. Meany Co., Los Angeles.

Elected vice chairman was Ross Ryder, president, Ryder & Ingram Ltd., Oakland. Trevor Evans, vice president and radio-TV director, Pacific National Adv. Agency, Seattle, was named secretary-treasurer.

Pacific Council board of governors are Fred Fidler, vice president, J. Walter Thompson Co., San Francisco; A. W. Neally, vice president and manager, BBDO, Los Angeles; Ford Sibley, vice president, Foote, Cone & Belding, San Francisco; Wayne R. Leland, partner, House & Leland, Portland, and Mr. Tester.

Prediction of a 40% increase in advertising volume was made by Frederic A. Gamble, president of AAAA and key speaker at the start Monday of the three-day convention.

"The volume of advertising is high in relation to the past," he said, "but not in relation to the volume of goods and services for which it is helping to find customers. It should go still higher, as much as 40% above the present," he said.

"At the recent Assn. of National Adv. meeting the percentage of advertising to gross national product was reported to be 2.55%, the highest since the war, and nearing the long-time average of 3%.

"When our federal government begins to take less for war and for defense, as most authorities predict in the not too distant future, volume of advertising may well rise toward the $9 billion figure necessary to sustain a $300 million economy in peacetime."

Would Label 'Hucksters'

He suggested using the much-disliked word "huckster" to place blame for bad advertising practices where it belongs—on the "bad actors in advertising." Asserting "we blame the shyster lawyers" for bad practices in the legal field and "quack doctors" for unethical practices in the medical profession, he said, "Maybe what we need to do is to clasp the term huckster to our bosoms instead of trying to ignore it.

"Maybe we should use it—use it to describe the bad actors in advertising—the huckster advertiser, the huckster agency, the huckster medium. Let's condemn the huckster and let's not censure advertising for what the hucksters do."

Mrs. Marjorie Child Husted (Betty Crocker), head of the Minneapolis home service consulting firm bearing her name, addressed the Monday luncheon meeting dedicated to the importance of women in advertising. Film star Gail Patrick, and wife of Cornwall Jackson, vice president, J. Walter Thompson Co., Los Angeles, presided.

Stressing the fact that women control 84% of the nation's buying power, Mrs. Husted said that advertising has been built up and prospered by its appeal to women.

"Advertising," she said, "has helped free women from long hours of routine tasks."

More than 360 agency executives, their wives and guests were registered for the convention presided over by Mr. Tester.

J. Paul Hoag, president, Hoag & Provandie Inc., Boston, and 4-A's national director, told how the association can provide more aggressive assistance to advertising agencies.

T. T. McCarty, president, The McCarty Co., Los Angeles, outlined a plan to upgrade advertising agency trainees. Lawrence Valenstein, president, Grey Adv. Agency, New York, spoke on "America's No. 1 Whipping Boy—Advertising."

APPEAL LOST

WIBK Must Cease Operation

FINIS for WIBK Knoxville was written last week when the Supreme Court refused the station's request for writ of *certiorari*.

Supreme Court's refusal to hear the WIBK case means that the station must go off the air under a 1949 FCC decision which held that the Rev. J. Harold Smith's intemperateness in his writings and speeches made him unfit to be a licensee and that his financial qualifications had been misrepresented in his application.

Under the last FCC extension of temporary operating authority, WIBK had until Dec. 1 or 30 days after the Supreme Court acted on its appeal to comply. Consensus is that the Supreme Court will issue its formal denial of WIBK's petition for *certiorari* in about 25 days from last Monday and that the station must wind up its affairs 30 days thereafter.

WIBK began operating under FCC program test authority on July 11, 1947. Its application for a license was set for hearing Aug. 14, 1947. After hearing, the FCC denied the license on Aug. 11, 1949. Upon appeal to the U. S. Court of Appeals in Washington, the FCC decision was sustained [B•T, Oct. 29, 1951]. It was an appeal from the court's decision which the Supreme Court refused to hear last week.

Presenting the WOOD BUNDLE!

WOODland! AM

IF YOU SELL THROUGH A&P IN WESTERN MICHIGAN . . . the *WOOD BUNDLE* is for you! It's your big chance to tie your radio advertising directly to exclusive point-of-sale displays *in 29 A&P stores.* Here's how it works:

1. You buy 13 consecutive weeks of spots or programs (time costs not less than $100.00 per week) on WOOD, the oldest and most powerful station in the dominant Western Michigan market.
2. During the 13 week period your product gets one full week of exclusive "end" or "dump" display in each of 29 A&P stores, with highest volume of any other food store chain in the Grand Rapids market. No competing product will be given prominence during the featured week.

THAT'S THE WOOD BUNDLE . . . a hard-hitting promotion plan that has proved highly successful... a merchandising technique to introduce faster selling. Like to tie up a neat package? This is for you!

SEND TODAY for WOOD BUNDLE folder stating guarantees and full details. Better yet, wire or call . . . WOOD direct or nearest Katz office.

WOOD

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — 5,000 Watts

Associated with

WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.

WEOA — Evansville, Ind.

National Representatives: Katz Agency

Government Leaders Send Congratulations

Allen Pomeroy, Mayor of Seattle: "It was amazing how KING set up to cover the state so completely. The up-to-minute coverage kept us well informed of the trend of the state voting at all times."

Sen. Harry P. Cain, Repub. Nominee, U. S. Senate: "KING-TV has made an outstanding contribution to the people of Washington State by the thoroughly planned and well executived system of covering the primary election returns."

XUM

STATE APPLAUDS KING-TV

Seattle station beats competition by full hour on coverage of Washington state election

SEATTLE, WASH.—KING Broadcasting Company set up an elaborate "network" of telephone lines to 39 counties here on the night of primary election (Sept. 9) and kept far ahead of local newspapers, wire services and radio stations with statewide voting returns.

KING-TV consistently was more than one hour ahead of competition.

KING-TV and Radio KING were flooded with telephone calls and swamped by mail that declared the simulcast coverage the fastest and most complete report ever given a Washington State election. Many said the coverage was one of the finest public services ever presented to the people of the Puget Sound Country.

Preparations for the big event started three weeks before the election to line up the returns from 4,312 precincts. Thirty-eight extra persons were engaged, besides the regular production, camera and technical staffs, to guarantee up-to-the-minute tabulations.

Huge boards were mounted in the studios on which results were posted for the quick perusal of both TV and AM commentators. A large crew of statisticians and telephone operators, comprised of KING staff members and wives of KING employees, received and counted the results on special telephones and tabulating equipment.

The KING-wives all are members of the Ryther Center for the aid of children, and the money they earned was donated to that institution.

The simulcast was completed at 2:10 a.m., with all but one winner determined in the 17 statewide races.

Management of KING-TV complimented United Press for its effective cooperation in compiling election returns.

KING's tremendous undertaking brought not only widespread approval from the voters, but a prediction from political experts that KING's exciting coverage of the primary election will greatly stimulate voting in the November 4 general election.

KING-TV

"First in the Northwest"
Affiliated with Radio KING [50,000 Watts]
"The nation's top Pulse-rated Independent"

Rep. Hugh B. Mitchell, Demo. Nominee, Governor: "My sincere congratulations upon your reporting of the 1952 primary election ...am sure that many, many people join me in expressing appreciation of the splendid public service you have rendered."

Rep. Henry M. Jackson, Demo. Nominee, U. S. Senate: "KING-TV and KING-AM coverage of the primary election was superb. Your arrangements for gathering and tabulating the vote so quickly were the best I have seen."

XUM

editorial

Safeguard for Spots

THE BUSINESS of spot telecasting, still riding what some day will be a relatively low coordinate in a swiftly soaring trend line, has been brought to a stage of orderly uniformity by adoption of the AAAA-NARTB standard contract form.

This document reflects many months of serious discussion by the two associations plus the benefits of experience acquired in three decades of aural spot broadcasting. It follows present practices in spot telecasting for the most part but eliminates danger of confusion.

Most important, the fruits of this mutual understanding between two important associations include assured protection for stations in cancelling programs for public interest events. Originally advertising agencies wanted reimbursement for their commission in cancellation of sponsored programs, but the NARTB committee insisted this was unjust despite network practices.

A fortunate phase of the contract is its flexibility. Like the aural spot contract, it can be amended from time to time as growth of the video medium justifies. The new standard TV form deserves the same universal acceptance given the aural contract.

Side by Side

CLIENTS of BBDO spend about $35 million a year in radio and television advertising. The BBDO executive in charge of radio and television, therefore, can hardly be considered in the amateur class when it comes to analyzing the progress of these media.

As reported elsewhere in this issue, Arthur Pryor Jr., BBDO's vice president in charge of radio and television, believes that radio and television are now "the best unduplicated media buy available to advertisers."

Those are historic words.

Consider what they mean now and can mean in the future.

If advertisers are going to consider radio and television as complementary media, they are going to need more information on the special capabilities of each than is now available. Some may want to buy TV in periods when its audience is bigger than radio's or radio in periods when it enjoys an advantage over TV. Others may investigate the simulcast (surely the least duplicated advertising combination imaginable).

Whatever their techniques of using radio and TV as complementary media, advertisers will require much more qualitative research than is currently available. Broadcasters need that information too, for only by finding out who listens and what the audience likes can they improve their programming.

As Mr. Pryor told District 6, "research and its intelligent application, plus service to your advertisers and your communities are the keys to success in trying times ahead."

We venture that if his advice is followed, both radio and television will prosper, for the programs of both will be redesigned to fit new audience requirements.

It will not be a case of one medium cannibalizing the other, as some have feared, but of two vigorous and enlightened media living side by side and both in demand as useful advertising vehicles.

Hearings: *Ad Infinitum*

FOR THE PAST three weeks we have published in all essential detail the testimony before the FCC on applications for new television stations in Portland, Ore., and Denver. These are the bellwether cases which should mark the guideposts for applicants in the literally hundreds of hearings ahead on mutually exclusive applications.

The high interest stems from the fact that these are the first adversary proceedings on city-by-city allocations since the 1948 freeze. The FCC already has designated about 240 applicants in some 100 consolidated cases. Last Wednesday a soft freeze upon as yet undesignated hearing cases was made effective, to permit the FCC to clean up the back-log. Processing for hearings will be resumed at a date to be determined.

We have covered these initial hearings comprehensively because of the evident hunger for information. This interest is exhibited not only by applicants, but by their prospective customers. Advertisers and advertising agencies want to know about new television stations in new markets as well as upcoming additional services in existing markets. They are learning about effective radiated power, antenna gain and Grade A and B coverage.

It is our intention to cover salient developments in all these hearings. We will avoid repetitious testimony. But we will not ignore any new facts or procedures introduced, or the innovations which may be devised by hearing examiners or FCC counsel.

The hearings held so far have been a revelation to many of the prospective newcomer owners and stockholders. New ground is being broken at every day's session. Newcomers had no idea of the scope and magnitude of these proceedings—which are unlike those in any other business or pursuit. If they get their grants, they will be better broadcasters because of it. And management will have an easier time.

Because the FCC wheels grind so slowly, it is evident that no few of the applicants are becoming discouraged. Some are bound to drop out because they don't want to tie up their assets for indeterminate periods. Others may become disconsolate when they find that new stations do not pay off the moment they begin operation.

The procedure the FCC has formulated is cumbersome. The Commission hasn't made it any easier in its interpretations of its regulations, invariably leaving the burden on the applicants. It seems incongruous that the FCC should authorize stations in secondary markets, where survival is questionable, while many larger markets, pleading for new stations, must await their turns months or even years hence. But that's the way it works under the "planned economy" allocation wherein facilities are designated for given immovable locations, as against the "first come, first served" concept which governed the original broadcast allocations.

Somewhere along the line the FCC, perforce, will find a way to expedite grants in the areas willing, anxious and able to accommodate them. It cannot resist the public will indefinitely. That time may not come until the allocation plan is a year old, or until next June. It is then that the FCC will, under its rules, entertain "rule-making" petitions.

But it could come by next January. There will be a new occupant in the White House. Whether it's Ike or Adlai, that President will be television-conscious. TV is the headliner in the 1952 elections—from nominating convention to ballot. TV service starts with the allocations, and the allocations come from the FCC.

our respects to:

MORRIS LEE HITE

MORRIS LEE HITE, president of Tracy-Locke Co., Dallas, has a simple philosophy when it comes to advertising.

Mr. Hite believes, "You can talk to more people for less money by radio than by any other method. More sales are made by talking than by any other way. If you've got something worthwhile to say, let everybody in on it—say it via radio."

That is what more than two decades of advertising experience have taught Mr. Hite. But he has learned his lessons well, having pulled himself up by his own bootstraps.

He was born Nov. 23, 1910, in Anadarko, Okla., in the heart of the Indian country.

In childhood, he was one of a handful of wide-eyed boys who attended the big Indian dances at the Anadarko County Fair. Few persons came to watch that spectacle in those days. The Indians danced all night just for fun. It has been interesting for Mr. Hite to observe what advertising has done in this instance. Today the Southwest Indian Festival at Anadarko attracts national publicity. Some 50,000 persons now jam into the town of 4,000 to see the festival.

Mr. Hite, who is 41, can trace his sales experience back to when he was nine. His first selling experience involved the output of one Jersey cow. Mr. Hite adds that he did the milking too.

Of formal education, there was little for Mr. Hite. He left school when 15, before finishing high school. He left home and went to work for a publisher who happened to keep a bound file of advertising magazines.

Mr. Hite didn't earn enough money to go out nights so he read the magazines and was sold on making a career of advertising. Once decided on his direction, young Mr. Hite studied practically all the available books on advertising.

His first advertising job was with a newspaper in Oklahoma City. He was fired, but, Mr. Hite adds, the publisher made other mistakes, too—the newspaper went broke.

He next worked in the advertising and publicity department of a theatre chain. He recalls that he once stood the townspeople of Ardmore, Okla., on their collective ear by standing an old airplane on its nose. This simulated aircrash was set up in front of Ardmore's Ritz Theatre to publicize a picture of the late Wallace Berry, "Now We Are in the Air."

Thereafter, he tried his hand by starting a small agency in Oklahoma City. This he sold in 1937 and joined Tracy-Locke-Dawson Inc.,

(Continued on page 56)

ask Procter & Gamble

and Ernie, the Hamburger King

Procter & Gamble is the biggest advertiser in America.

Last year they spent over $18,000,000 in radio. Like the National Biscuit Company, Liggett & Myers and many other of America's largest advertisers, *they invested more money in radio than in any other medium.*

Ernie, the Hamburger King, of 118 Pike Street, Seattle, is one of the smaller advertisers in America. Last year Ernie spent approximately $7,000 in radio. Like countless other local merchants from coast to coast, *he invested more money in radio than in any other medium.*

Sales results? P&G had the biggest year in its history. So did Ernie. (In fact, Ernie's sales climbed to an average of 1,200 hamburgers a day.)

The truth is that at both the national and local level, radio offers economy and flexibility that *no* other medium can touch. And do you realize how much the radio-listening population has *grown?* Today there are 105,300,000 radio sets in the U. S. A. Virtually *every* home is a *radio* home—and over half of them have *two or more sets.*

The average American now spends more time with radio than with magazines, TV and newspapers combined.

Beyond question, the smartest buys in all advertising are being made in radio. And they're being made *right now.*

B A B

Broadcast Advertising Bureau, Inc.

BAB is an organization supported by independent broadcasters, networks and station representatives all over America

270 PARK AVE., NEW YORK CITY

front office

GEORGE COOK ATKINSON, account executive, WQXR-AM-FM New York, elected vice president and general manager, KEAR San Mateo, Calif.

JOHN NORTH, Chicago manager, Radio Representatives Inc., has resigned. Future plans will be announced shortly. He will be succeeded by EDWARD NICKEY, sales staff, WAAF Chicago.

KARL PLAIN, account executive, KSTP-AM-FM-TV Minneapolis-St. Paul, appointed national sales manager there. BILL BRAZZIL, executive vice president, Fotovox Inc., motion picture production firm, to KSTP-TV as local sales manager.

Mr. Plain

Mr. Brazzil

THOMAS L. DAVIS appointed commercial manager, WAAF - AM - FM Chicago.

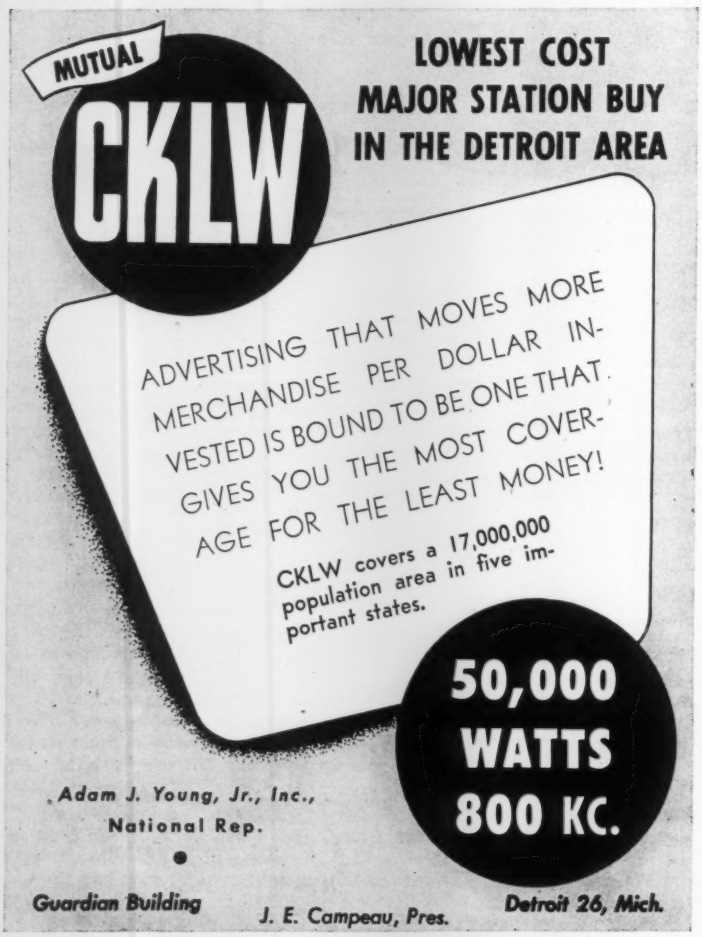
JACK MILLER, writer - producer, Henri, Hurst & McDonald, Chicago, to sales staff, WBBM same city.

LEWIS C. RIGLER to sales staff, KGAF Gainesville, Tex.

GREGORY LINCOLN, WPIX (TV) New York production staff member, named assistant to commercial manager, replacing HERBERT STEELE Jr., who shifts to station sales.

GEORGE W. CLARK Inc., Chicago, station representative firm, named to handle sales for WCLO Janesville and WGEZ Beloit, Wis.

AVERY KNODEL Inc., station representative firm, appointed national representative by KEPO El Paso, Tex.


MUTUAL
CKLW
LOWEST COST
MAJOR STATION BUY
IN THE DETROIT AREA
ADVERTISING THAT MOVES MORE MERCHANDISE PER DOLLAR INVESTED IS BOUND TO BE ONE THAT GIVES YOU THE MOST COVERAGE FOR THE LEAST MONEY!
CKLW covers a 17,000,000 population area in five important states.
50,000 WATTS
800 KC.
Adam J. Young, Jr., Inc.,
National Rep.
Guardian Building
J. E. Campeau, Pres.
Detroit 26, Mich.

JAMES P. POSTON, commercial manager, WAYS Charlotte, N. C., promoted to general manager, succeeding WALTER H. GOAN, who has resigned.

BILL HUNEFELD to sales department of KSFO San Francisco, after tour of duty with U. S. Navy.

LARRY BUSKETT, sales manager, KLAC Hollywood, shifts to KLAC-AM-TV as assistant general sales manager.

DONALD R. McFALL, sales manager, WTRC-AM-FM Elkhart, Ind., appointed general manager replacing RICHARD W. HOLLOWAY, who has resigned.

WALLACE R. JACKSON appointed manager of KCRS Midland, Tex., replacing J. M. McDONALD, who has resigned.

FRED ADAIR, former general manager of KPIK San Luis Obispo, Calif., to KSFO San Francisco, as account executive.

FRED W. BOHN, sales staff, Arlinghaus Engraving Co., to sales staff of WTAM Cleveland.

BILL GUILD, manager, CJOC Lethbridge, and former board chairman of Canadian Assn. of Broadcasters, to CJVI Victoria, in same capacity, succeeding M. V. CHESNUT, new manager of Winnipeg office of All-Canada Radio Facilities Ltd. NORM BOTTERILL, manager of CKRM Regina, replaces Mr. Guild.

HARRY W. BARNAM, account executive, WTTM Trenton, promoted to local sales manager.

NATIONAL BROADCAST SALES, Toronto, station representation firm, moves to 222 Simcoe St.

MUTUAL BROADCASTING SYSTEM, N. Y., changes telephone number to Longacre 4-8000.

Personals . . .

JOSEPH M. BRYAN, president of Jefferson Standard Broadcasting Co., licensee of WBT-AM-FM and WBTV (TV) Charlotte, N. C., elected to executive committee of American Life Convention, life insurance organization.

ELLIOTT M. SANGER, executive vice president and general manager of WQXR New York, to be presented with 1952 award of Columbia U. School of Journalism Alunmi Assn. on Nov. 13 "for outstanding achievement in journalism and allied fields." . . . LAUREDA WAKEFIELD, widow of former FCC commissioner, RAY C. WAKEFIELD, and Harry Bunker, Colorado Springs newspaper executive, will be married Nov. 23 at San Francisco home of CARL I. WHEAT, former chief telephone counsel, FCC.

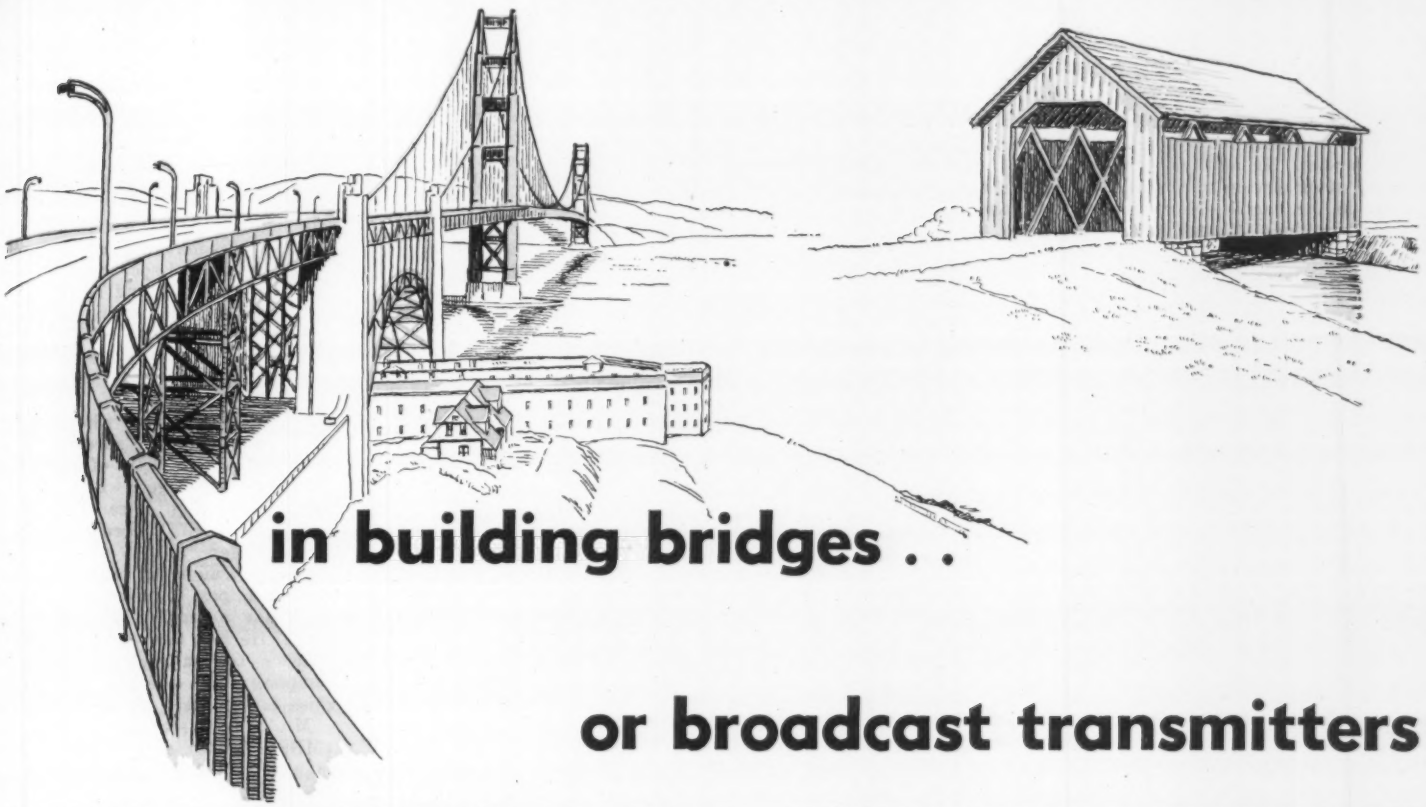
BARNEY OCHS, account executive, WLTV (TV) Atlanta, father of girl, Kaydn Bennett.

UN PROGRAMMING
Fall Schedule Announced

FALL SCHEDULE of UN broadcasts and telecasts in the U. S. and Canada was announced last week by the Radio Div. Dept. of Information. Plans include telecasts of General Assembly sessions Mon.-Fri. on NBC-TV, 11 a.m.-12 noon EST, and CBS-TV, 4:30-5 p.m. EST, plus a special week-end half hour kinescope, *The UN This Week*, for selected stations.

Radio programs include: *UN Today*, a 15-minute Mon.-Fri. recorded summary of UN news on 250 MBS stations, and the UN's Network for Peace and Dominion Network of Canada; *UN on the Record*, a weekly 15-minute program on CBS Radio (Saturday, 6:15-6:30 p.m. EST) and the Trans-Canada Network (Sunday, 6:30-6:45 p.m. EST); *UN Story*, a weekly quarter-hour transcribed dramatic series on 500 U. S. stations; and *UN News*, a five-minute summary on WNYC-FM New York (Mon.-Sat., 6:50-6:55 p.m. EST).

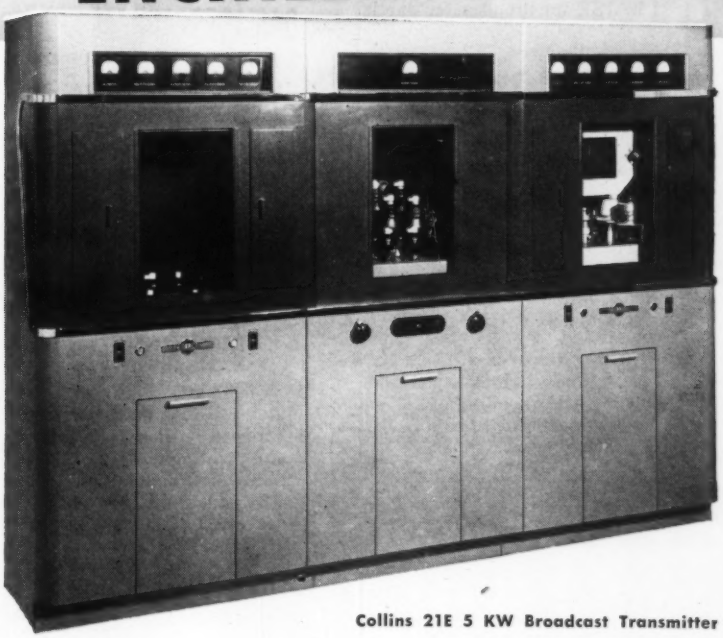
WELL-KNOWN figure in radio-TV industry, Herbert Barnett (r), elected president of Society of Motion Picture & Television Engineers. He is assistant to the president, General Precision Equipment Co. Congratulating him is Peter Mole, Mole-Richardson Co., who just completed a two-year term as SMPTE president.



in building bridges . .

or broadcast transmitters

ENGINEERING makes the difference!



Collins 21E 5 KW Broadcast Transmitter

In spanning rivers with graceful suspension bridges or manufacturing quality broadcast transmitters, engineering excellence is essential to the finished product. Collins new 21E 5 KW transmitter incorporates engineering advancement to achieve thorough dependability. Great simplification in the circuits associated with the modulator and power amplifier stages have been gained through use of recently developed high gain, long lived tetrodes. Frequency control is accomplished by means of the new plug-in, super stability low temperature coefficient crystals which automatically eliminate the need for crystal ovens. Complete accessibility and full visibility of all tubes plus built-in modulation peak limiting and operating economy combine to make the Collins 21E transmitter the superlative performer in the broadcast field.

Collins consistency in engineering excellence is your guarantee of dependability and premium performance in the complete line of broadcast and speech equipment. Write for complete details and descriptive literature.

For quality in broadcasting equipment, it's . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd Street
NEW YORK 36

1930 Hi-Line Drive
DALLAS 2

2700 W. Olive Avenue
BURBANK

Dogwood Road, Fountain City
KNOXVILLE

Our Respects to

(Continued from page 52)

Dallas, as an account executive. He has been at the same stand since except for nearly four years military service. He left the Army a major, after serving more than two years in the Pacific—New Guinea, the Philippines, Okinawa, Japan and China.

After release from the Army, Mr. Hite returned to Dallas. Tracy-Locke-Dawson had been dissolved. The New York office had been absorbed by Geyer, Newell & Ganger (now Geyer Adv. Inc.). The Dallas office had been re-incorporated as Tracy-Locke Co. Inc. He was made executive vice president of the Dallas office. Then in April 1950, when Raymond P. Locke retired, Mr. Hite assumed the presidency.

As president, Mr. Hite says that he is interested in selling goods, not in winning awards. He believes an account executive should be able to step into the client's sales manager's shoes as a pinch-hitter at any time.

He believes — and has helped demonstrate—that a regional brand can outsell a national brand every time in many package products; that national brands soon will decentralize advertising and selling methods.

Tracy-Locke specializes in consumer merchandise—especially in food. The agency handles some of the largest food accounts in Texas and elsewhere in the Southwest.

Mr. Hite hopes to continue to build Tracy-Locke as one of the nation's best regional agencies. He plans to accomplish this by doing an even better job of simply selling clients' products at a profit against any and all media. He plans eventually to improve regional coverage by opening additional offices in the Southwest. The agency has offices now in Dallas and in Houston.

Active in civic circles, Mr. Hite is a member of the Dallas Rotary Club, the Dallas Advertising League and the Dallas Athletic Club. He plays a little golf and finds much enjoyment in studying people. He lives in a fashionable section of Dallas with his wife and their daughter and two sons.

Possessed of a delightful sense of humor, Mr. Hite is more often than not the butt of his own jokes. One story he likes to tell on himself is his experience in delivering a market survey to Cerveceria Quatemoc, brewers of Carta Blanca Beer in Monterrey, Mexico.

Mr. Hite presented the results through an interpreter only to find out later that the brewery president is a graduate of the Massachusetts Institute of Technology and "could probably speak better English than anyone present, including the guy who made the presentation."

Advertisement

"Stimulate real enthusiam for your product"

Printers' Ink editors found that this can be done effectively with National Spot Radio

How many items does your favorite druggist have in stock? Somewhere from 20,000 to 40,000. Your hardware man has almost that many. Your supermarket man has about 3,000. Even your auto service man has thousands of different nuts, bolts and screws.

From your own experience, right in your own market and with your own station, you know that the average dealer needs almost a stick of dynamite to give the average advertiser anything more than lip service. But when men and women start calling for something that is being promoted on your station it doesn't require a top salesman from the manufacturer's head office to get some real enthusiasm and cooperation from the retailer.

Displays go up. Point-of-sale material is put to work. Streamers go on the windows, and often *the retailer mentions the manufacturer's product in his own ads, for free.*

What you have just read is part of the most stimulating, factual report ever released on National Spot Radio, published in the July 11 issue of *Printers' Ink*. It is now being used across the country by radio salesmen in both the national and local fields.

Every day thousands of retailers in all parts of the country hear some local announcer close his commercial with something like this: "You can get So & So rugs at the Such & Such store." This simple open-end commercial makes it easy for the listener to know where she or he is going to find the merchandise offered.

Bob Kenyon

Hundreds, possibly thousands, of the 13,000 national advertisers in this country are waiting for you and your staff to tell them how they can use spots profitably on your station. Most of these national advertisers, buyers of advertising, read *Printers' Ink* every week. Of our total circulation of 23,793, more than two-thirds are buyers of advertising: advertising managers, sales managers, agency officials and the top management group who give the final O.K. for the spots scheduled for your station.

Printers' Ink, the Voice of Authority, offers you the least expensive method of reaching these thousands of prospects. A regular, continuous schedule will make it a lot easier for your National Representatives and your own sales staff to win the new customers you deserve.

We are ready to help you. When may we call?

ROBERT E. KENYON, JR.
Advertising Director

Printers' Ink · 205 East 42nd Street, New York 17, N. Y.
Chicago • Pasadena • Atlanta • Boston • London

UN PRAISES

Broadcaster Support

PRAISE for broadcaster participation in United Nations Radio was voiced in letter to NARTB President Harold E. Fellows by Benjamin Cohen, UN assistant secretary general for public information. More than 1,000 stations have been regulars in UN "Network for Peace," he said, and in recent months 40 more applied for weekly transcribed series.

The UN goal of 20 million U. S. listeners was reached as result of the broadcaster cooperation, Mr. Cohen said, and the plan will be adopted in other nations. He said, "American broadcasters have lived up to their highest traditions of public service in giving so generously of their facilities in the cause of lasting peace."

CCBA Meet Nov. 3

DISCUSSION on the proposed Canadian Broadcasting Corp. regulations for stations, particularly on program content, will feature the annual meeting of the Central Canada Broadcasters Assn. (CCBA) at the Royal York Hotel, Toronto, Nov. 3-4. Mainly a sales and programming clinic, with panel speakers, the meeting also will have informal sessions of station personnel on problems affecting all stations. A report is expected on the status of liquor advertising on Ontario stations, which currently is not permitted. Murray Brown, CFPL London, CCBA president, will preside at all meetings.

KFEL-AM-TV SALES

Radio, TV Staffs Separate

SEPARATION of the sales staffs of KFEL Denver and KFEL-TV, which went on the air last July, has been completed.

Latest appointment Oct. 10 was that of Bill Conklin, former KFEL sales manager, to the TV outlet's national sales managership. He will supervise national spot sales activities of the station and be responsible for clearing network commitments. Blair-TV Inc. is KFEL-TV's station representative. Station is affiliated with NBC-TV and DuMont.

John J. McEniry, who joined KFEL sales in 1945, succeeds Mr. Conklin with the title of national and local manager. Bob Hart, KFEL salesman since 1949, becomes KFEL-TV's local commercial manager.

Gene O'Fallon Jr. on Oct. 1 resumed his post as director of publicity and promotion for both stations. He had been on a leave of absence to manage an affiliated company which holds a local franchise for Muzak.

Mr. Conklin started with KFEL (MBS affiliate) as assistant sales manager in 1944 and was made sales manager in 1949. Gene O'Fallon Sr. is general manager and Frank Bishop, managing director, of both stations.

DAMAGES APPEAL

GF, B & B Prepare Brief

GENERAL Foods Corp. (Maxwell House Coffee) and its agency, Benton & Bowles Inc., last week were preparing an appeal from a court verdict which awarded $375,000 compensatory damages to Raymond R. Morgan Co., Hollywood agency, for allegedly appropriating a radio promotion idea. GF had lost a request for a new trial.

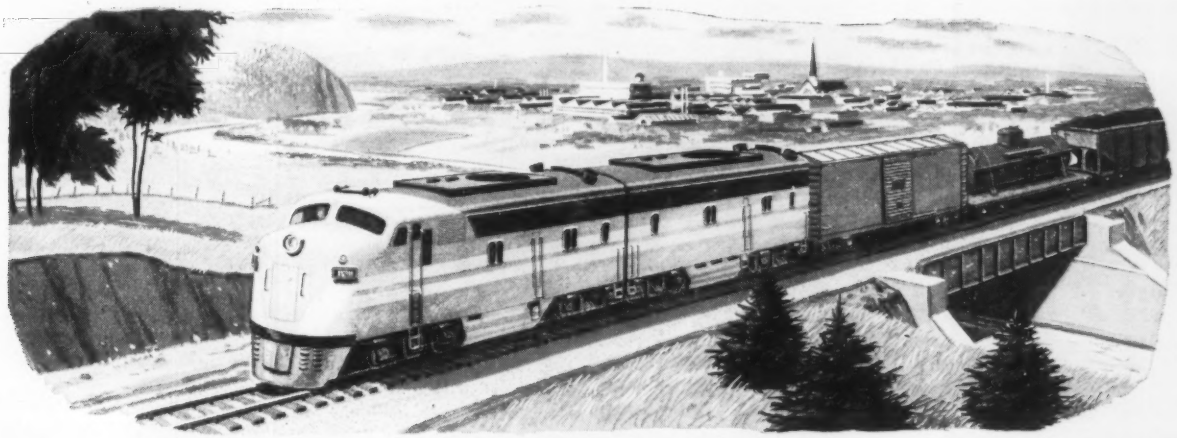
After three weeks of testimony, a jury Aug. 8 brought in the $375,000 verdict in Los Angeles Superior Court [B•T, Aug. 18]. The Raymond R. Morgan Co., charging unfair competition and breach of implied contract in the alleged appropriating of a copyrighted "Doorbell Ringing Plan," had originally sued for $1.5 million damages [B•T, June 25, 1951].

Admen Elections

ROBERT G. STOLZ, advertising manager, Brown Shoe Co., has been re-elected president of the Advertising Club of St. Louis. Other officers include Louis J. Hoffman, vice president, Central States Paper & Bag Co., first vice president; Wilson Condict, advertising director, St. Louis *Globe-Democrat*, second vice president; Elzey M. Roberts Jr., vice president, KXOK Inc., third vice president; David Pasternak, promotion manager, KSD-TV, treasurer, and Charles F. Kistenmacher, promotion director, St. Louis *Globe-Democrat*, secretary.

A Tale of Two Roads

This is a road that serves you every day. It is the public road that takes you where you want to go and brings you things you use.



This is another road that serves you every day. It is the steel highway of the railroads on which trains provide the low-cost mass transportation so essential to America's tremendous agricultural and industrial production. Without railroads, even motor vehicles could not exist and operate.

The public roads—built and maintained by taxes you pay—are designed to take care not only of your automobile but also of the 95 per cent of all motor trucks which are engaged in farm and local delivery and industrial use. But to take care of the other 5 per cent of trucks—the big, heavy, highway freighters—calls for roads more expensive than are needed by the vast majority of highway users.

On the other hand, railroads—built and maintained at their own expense—are for heavy-duty hauling. These railroads carry—for you and all America—more tons of freight more miles than all other forms of transportation combined, and do it for charges which average less than those of any other form of general transportation.

And the more freight the railroads carry, the less wear and tear there will be on your public highways—and the less you, as a taxpayer, will have to pay for building and maintaining these highways.

Association of American Railroads

WASHINGTON 6, D. C.

You'll enjoy THE RAILROAD HOUR every Monday evening on NBC.

IMDRIN CASE

FTC Affirms Decision

FEDERAL Trade Commission last week affirmed an initial decision challenging broadcast and published advertising claims made by Rhodes Pharmacal Co., Chicago and Cleveland, for its medicinal preparation, Imdrin.

In another action, the commission held hearings in Chicago last Thursday on a complaint charging existence of interlocking directorates at American Bakeries, Atlanta, and Purity Bakeries Corp., Chicago. Purity has been a heavy user of local radio time [B•T, Sept. 8].

With respect to the long-pending Imdrin case, FTC denied an appeal by two Rhodes officers—J. Sanford Rose and Jerome H. Rose—and adopted the findings of its hearing examiner. The firm was asked to discontinue claims that Imdrin is a cure or effective treatment for any arthritic or rheumatic condition.

WWDC-AM-FM Sales

WWDC and WWDC-FM (Transit Radio) Washington last week announced formation of separate sales staffs under direction of Herman M. Paris, general sales manager. WWDC sales staff comprises Max Sherman, Stan Stoller and Jerry Theodore; that of WWDC-FM is made up of Arthur Steloff and Perry P. Walders.

air-casters

JACK STELLING, program director, KTXL San Angelo, Tex., to WJPG Green Bay, Wis., in same capacity replacing **BLAINE WALSH** who transfers to WTMJ-TV Milwaukee.

RON MILLER appointed program director, WPGW Portland, Ind.

DON HOWELL, producer-director, WDSU-TV New Orleans, transfers to operations department as assistant to **STANLEY HOLIDAY,** program operations manager.

HAPPY ISON, assistant program director and chief announcer, WVOW Logan, W. Va., to WORZ Orlando, Fla.

ARLENE GILBERT to copywriting staff, WICC Bridgeport, Conn.

DEWEY GILL, KDEC Decorah, Iowa, to announcing staff, WJPG Green Bay, Wis.

DON BERNARD to announcing staff, WJEL Springfield, Ohio.

DICK GOTTLIEB, KPRC-TV Houston performer, named campaign director of 1953 March of Dimes drive in that city.

MARY HOLT, formerly with WFRS and WDOK Cleveland, to WJMO that city.

WILLIAM R. ROLLINS, staff announcer, WAYS Charlotte, N. C., promoted to music librarian.

TOM KEYS, executive sports editor of *Columbus* (Ohio) *Citizen,* to sports staff, WLWC (TV) Columbus.

TOM CONWAY, star of ABC-TV *Mystery Theater,* assigned role in Sol Lesser feature film, "Tarzan and the She-Devil."

BILL McCOLGAN, WFMJ Youngstown, Ohio, to WGAR Cleveland, as sports director.

STU WILSON, production manager, KBIG Avalon, Calif., assigned role in M-G-M feature film, "Bandwagon."

FRED BIRNBAUM, department editor, *Sponsor* magazine, appointed assistant promotion director, WCAU Philadelphia.

FRANK NELSON, actor on CBS Radio *Jack Benny Show,* assigned role in M-G-M feature film, "Remains To Be Seen."

LURENE TUTTLE, Hollywood radio actress, assigned role in M-G-M feature film, "Give a Girl a Break."

BILL KERWIN, announcer, WREN Topeka, Kan., to KCMO Kansas City, in same capacity.

RICHARD E. HARDY, TV instructor, R. I. Radio School, Providence, R. I., to KMYR Denver. **WALTER E. SMITH** added to R. I. staff as instructor. **EDWARD F. LIMOGES,** R. I. graduate, to WARA Attleboro, Mass.

WAGGY WANGENHEIM, star of KNBH (TV) *Outdoors with Waggy Wangenheim,* father of boy, Dennis, Sept. 30.

JIM REID, sports director, WPTF Raleigh, N. C., father of boy, Michael Ernest, Oct. 8.

News . . .

EDWARD M. KEATH, radio-TV director and columnist for *St. Louis Globe-Democrat,* to WTTV (TV) Bloomington, Ind., as director of news and special events.

Mr. Keath

HOWARD W. COLEMAN, publications department, Vapor Heating Corp., Chicago, to NBC there as press writer.

PAUL SULLIVAN to news staff, WIP Philadelphia, to write and present four daily news shows.

TED JAFFEE, news editor, WAAM (TV) Baltimore, and **ANITA JAFFEE,** Mary Landis of *Mary Landis Show* on WBAL-TV that city, parents of boy, John Leonard, Sept. 25.

BILL MOORE, WJNR Newark sportscaster, and Eileen Watson were married Oct. 5.

KRNT AWARD

Little Rock Wins Plaque

PAUL RHOADES, newscaster, KRNT Des Moines, presented the first annual "KRNT National Safety Award" to the city of Little Rock at the 40th National Safety Congress in Chicago last week.

KRNT this year began a nation-wide deathless-days traffic contest for cities of over 100,000 population. Little Rock outdistanced Des Moines to win the award. KRNT has spearheaded a year-around traffic safety drive in Des Moines.

Kaltenborn Fellowship

GILBERT GODFREY, UP radio news staff member in New York, has been awarded a 1952-53 Kaltenborn Foundation Fellowship Award to work on a book on 19th Century American editors. Vincent J. Buranelli, McGraw-Hill Pub. Co., was awarded a similar fellowship to prepare a handbook on how history and political theory can be better integrated into daily news coverage. Awards were established by H. V. Kaltenborn, NBC commentator.

WHOC'S 'WILLIE'

Client Does the Buying

SUCCESS of a 30-minute weekly program on WHOC Philadelphia, Miss., which appeals to a selling audience rather than a buying one, has been demonstrated as the sponsor, a local lumber company, begins the program for the third year.

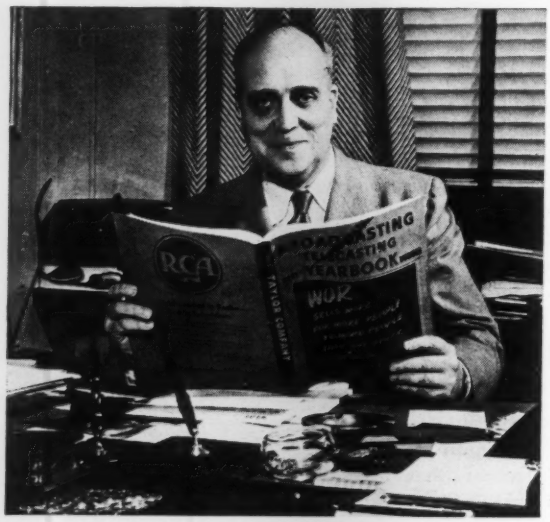
Slanted to owners of small woodland farms who sell their timber to the lumber company, the Sunday morning half-hour of news and gossip items about rural folks in the area is conducted by G. O. Gordon, also a county school principal, who is affectionately known as "Uncle Willie."

According to WHOC Manager William H. Cole, "Uncle Willie" combines words of forestry wisdom such as woodland management and fire prevention with homespun philosophy, while announcer-delivered commercials advertise the lumber company as a market for the farmers' timber harvests.

Much of the program's material is taken from radio services furnished by American Forest Products Industries Inc., Washington, a non-profit organization promoting sound woodland management and sponsored by the nation's wood-using industries. AFPI material includes free quarter-hour transcriptions dramatizing forest resources, and is directed at the estimated 4,200,000 owners of small woodlots in the U. S.

STU ERWIN, radio-TV and screen comedian, has been presented with American Cancer Society 1952 Distinguished Service Award for his work during Cancer Crusade.

What's he looking at?



FRANK SILVERNAIL

Batten, Barton, Durstine & Osborn . . .

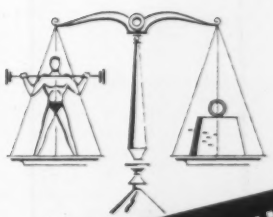
. . . is looking at *your* advertisement in the BROADCASTING YEARBOOK

For AM · FM · TV · Microwave...

TRUSCON STEEL TOWERS

Guyed or Self-Supporting

Wind Stability



Maximum Strength-to-Weight Ratio

Fast, Low-Cost Erection

Truscon knows towers—is staffed and equipped to engineer your next tower assembly to meet all your requirements.

That's because Truscon has an unexcelled background of tower information and skill. Truscon engineers have designed and built radio towers for all types of duty throughout the world . . . towers to function dependably in all kinds of topography and weather conditions . . . towers with the strength to meet all contingencies.

And, this experience is at your call now. Whether your current or future plans call for new or enlarged AM, FM, TV, or MICROWAVE facilities, take your tower troubles to Truscon.

Your phone call or letter to your nearest Truscon district office—or to our home office in Youngstown—gets tower problems off your hands and into ours. Phone or write today. Truscon® Steel Co., 1074 Albert St., Youngstown 1, Ohio. Subsidiary of Republic Steel Corporation.

TRUSCON TRUSCON MARK OF MERIT PRODUCTS **a name you can build on**

WELS RENEWAL

Is Proposed by Examiner

FCC HEARING Examiner Basil P. Cooper on Oct. 9 issued an initial decision looking towards license renewal of WELS Kinston, N. C. Hearing had been held on the question of whether three principals in the licensee corporation in 1950 had transferred control in the licensee without prior FCC consent, had kept these transactions concealed from the Commission and whether the licensee was qualified to operate the station.

The hearings centered around sale of stock by E. L. Scott, Robert E. Wasdon and Jack Siegel, organizers and original owners of 33⅓% each of the licensee, Farmers Broadcasting Service Inc., on Sept. 21, 1950, to eight other persons.

FCC conclusions stated, "We find that the errors committed by the parties grew out of a sincere desire to enable the residents of Kinston to aid and assist Station WELS to render a better service to Kinston . . ." and that "there was no desire or intent to deceive and mislead the Commission."

The FCC action becomes effective 40 days from Oct. 9.

RCA VICTOR has released complete library of some 6,000 separate tunes to KXYZ Houston, to promote its 45 rpm collection.

allied arts

EDWARD L. PINCUS, president, Motorola-Philadelphia Co., elected president of Motorola New York Inc. **ALLEN WILLIAMS,** vice president in charge of operations at latter firm, to Motorola's Chicago headquarters as assistant sales manager of parent company. **JOHN D. MINARICK** appointed sales manager of Philadelphia branch.

DON F. MIERSCH and **JAMES M. FARRELL** appointed western and eastern divisional sales managers, respectively, for Crosley Div., Avco Mfg. Corp., Cincinnati.

JOE CHAPMAN LANE Jr., Westinghouse Electric Corp., appointed advertising staff representative for firm's electronic tube division.

S. PETER SHAFER appointed district merchandiser, Sparton Radio-Television, Jackson, Mich., in Long Island and Brooklyn, N. Y., areas.

WENDELL S. ERICKSON, AP bureau chief in Honolulu, appointed chief of AP's New Mexico bureau with headquarters in Albuquerque.

MARSHALL A. WILLIAMS appointed regional manager of government and industrial div., Philco Corp., with headquarters in Beverly Hills, Calif.

ORSATTI & Co., Beverly Hills (talent agency), moves to 300 S. Beverly Dr.

REAR ADM. WILLIS E. CLEAVES, U. S. N. (Ret.), director of aviation sales, Collins Radio Co., to radio div., Bendix Aviation Corp., Baltimore, as staff assistant to **E. K. FOSTER,** division general manager.

ISADORE LEYDEN, chief mechanical engineer for Garod-Majestic, div., Wilcox-Gay Corp., N. Y., appointed chief mechanical engineer for Tele-King Corp., N. Y.

DWIGHT W. BLOSER, senior engineer, motor and synchro lab., Kearfott Co., to Transcoil Corp., N. Y., as chief engineer in manufacture of control motors induction generators, gear trains and servo amplifiers.

PAUL BRYANT appointed western sales manager, Zenith Radio Corp., Chicago, with headquarters in L. A.

BRUSH DEVELOPMENT Corp., Cleveland, appoints Sonocraft Corp., N. Y., as exclusive distributor for Sound Mirror tape recorder in New York City, Westchester, Long Island and northern New Jersey.

PAULA LA RIVIERE, Hollywood free lance radio-TV producer-director, forms **LESLIE Agency,** 1008 S. W. Sixth, Portland, to serve as TV consultant and program packager.

Equipment . . .

FEDERAL TELECOMMUNICATION Labs., Nutley, N. J., announces development of improved version of Poly-Efex scanner, FTL-93A, for TV station application. Unit now permits single operator to take complete charge of station's program sources and present them in most effective manner.

AMPLIFIER Corp. of America, N. Y., announces manufacture of Broadcaster Model 610-SD, new battery-powered portable tape recorder with spring-wound motor. Instrument operates at tape speed of 7½ in. per second, furnishing 15 minutes of playing time on standard 5" diameter 600' reel of sound recording tape.

SHALLCROSS Mfg. Co., Collingdale, Pa., announces production of Type 245S, new 1 watt precision wire-wound resistor for decades and other applications, requiring low resistance values with close tolerances low temperature rise, and low inductance.

INDUSTRIAL CONDENSER Corp., Chicago, Ill., announces manufacture of new line of capacitors. Known as "Stabelex D" series, capacitors are particularly adapted for use in equipment subjected to extreme altitude and climatic changes.

TUBE DEPT., RCA Victor, Camden, N. J., announces production of new 5-inch oscilloscope, WO-88A.

EICOR Inc., Chicago, announces production of new tape recorder, Model 230, featuring new "finger-flip" control insuring simple and positive operation. Integrally built-in dual speed capstan converts recording speed from standard 7½" to 3¾" per second producing maximum recording time of two full hours.

TECHNICAL APPLIANCE Corp., Sherburne, N. Y., announces production of complete line of antennas designed for uhf reception. Included are parabolic-reflector types, yagis, modified X (Bow-Tie) and Vee type antennas.

ASTATIC Corp., Conneaut, Ohio, announces production of unidirectional dynamic microphone featuring multi-impedance transformer and impedance selector switch termed "Dynabar," Model DR-11.

Technical . . .

GLENDALE LARSEN, transmitter engineer, KTRI Sioux City, Iowa, appointed chief engineer, succeeding **WILL EASTERLY** who has resigned.

HERMAN R. HOLSCHER Jr., operating engineer, WICE Providence, R. I., inducted into U. S. Army and is serving with Signal Corps, Augusta, Ga.

STAN BOCKES to WSYR Syracuse engineering staff.

NAT HERMAN, engineer, WCEM Cambridge, Md., and Joan Levenson have announced their engagement.

BAB CONTEST

Ryan Announces Plans

SECOND annual Broadcast Advertising Bureau "Radio Gets Results" contest, designed to help provide BAB with information for its promotional plans, was announced by BAB President William B. Ryan last week.

Closing date for all contest entries from member stations will be Nov. 15 and winners will be announced after Dec. 15. Stations are asked to submit one or more results stories in nine categories: Apparel, automotive, department stores, financial, food and grocery stores, food and grocery products, home furnishing stores, specialized services and miscellaneous.

First, second and third prizes will be awarded in each classification and BAB will provide duplicate awards to the station winners for presentation to advertisers adjudged practical users of radio advertising.

Judges for the contest include: Dr. Robert L. Swain, editor of *Drug Topics;* Paul Penfield, president of the Public Utilities Adv. Assn.; G. Edwin Heming, associate director of advertising for the American Bankers Assn.; Pete Wemhoff, editor of *Automotive News,* and F. C. Ferry, advertising manager of Grand Union Co., representing the Supermarket Institute.

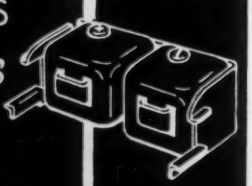
"Last year's contest was a great success," Mr. Ryan said, "not only in providing us with material to promote radio but, on the local level, for giving the station sales promotional tools to publicize itself to its advertisers and agencies. We had over 300 entries last year and we expect to have twice that number submitted for our 1952 contest."

Stevenson Aid Sought

MILTON BIOW, president of Biow Co., New York, spoke last Tuesday before 50 members of publicity, advertising and publishing professions to enlist their aid in the presidential campaign of Gov. Adlai Stevenson. The meeting was called by the N. Y. Volunteers for Stevenson.

ONLY PENTRON OFFERS
Interchangeable Heads
with
REMOVABLE POLE PIECES

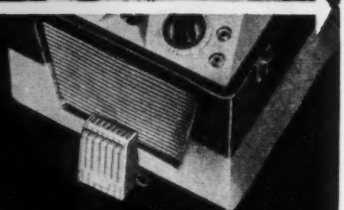
Uses separate record-erase heads . . . standard dual track or full width (single track professional type). Removable pole pieces save 80% in replacement costs, eliminate need of buying entire heads.



As Easy to Change as a Phono Needle

4 HOURS Recording or Playback with Reel Adapter

Converts Pentron Recorders and Players for NAB hub 10½" broadcast reels. Attaches in 2 minutes. Uses all sizes without detaching.



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THE PENTRON CORP.
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Vice President and General Manager of:

American Broadcasting Company, Affiliate

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September 22, 1952

Dear Jules:

We all think your brochure, "America Grew With Music," is terrific!

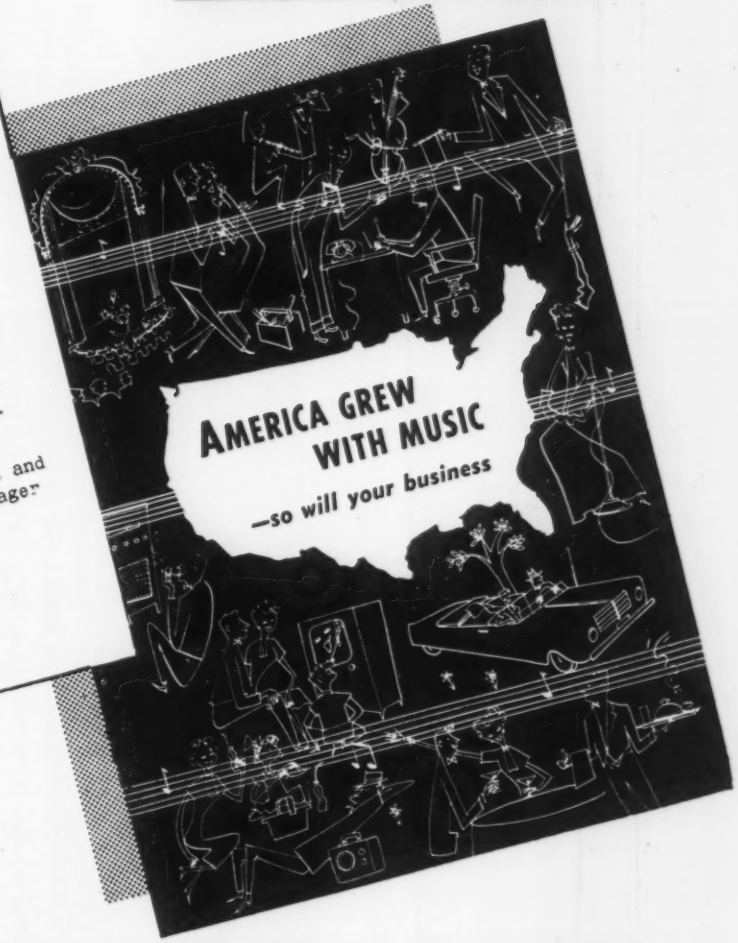
Could you please send me ten copies so we can have our salesmen make use of it.

Thanks and regards.

Sincerely,

Adna H. Karns
Vice President and General Manager

Mr. J. M. Collins
ASCAP
575 Madison Avenue
New York 22
New York



AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE, NEW YORK 22, N. Y.

Statement of The Ownership Management, Circulation, etc., Required by the Acts of Congress of August 24, 1912, as amended by Acts of March 3, 1933, and July 2, 1946

Of BROADCASTING-TELECASTING, published weekly, at Washington, D. C. for October 20, 1952.

District of Columbia—ss.

Before me, a notary public in and for the District aforesaid, personally appeared Maurice H. Long, who having been duly sworn according to law, deposes and says that he is the business manager of BROADCASTING-TELECASTING and that the following is, to the best of his knowledge, and belief, a true statement of the ownership, management, circulation, etc. of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, and July 2, 1946: embodied in section 537, Postal Laws and Regulations:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher and Editor—SOL TAISHOFF, Washington, D. C.

Managing Editor—ART KING, Alexandria, Va.

Business Manager—MAURICE H. LONG, Washington, D. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Sol Taishoff, Washington, D. C.; Betty Tash Taishoff, Washington, D. C.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also in cases, where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bonafide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers, during the twelve months preceding the date shown above is 15,703.

MAURICE H. LONG

Sworn to and subscribed before me this 2nd day of October, 1952.

ELEANOR K. CHEEK

(Seal) *Notary Public.*

(My commission expires October 1, 1957).

WHAS Wins Award

WHAS-AM-TV Louisville is winner of a certificate of Public Relations Achievement, it was announced today (Monday) by Robert E. Harper, chairman of the 1952 Awards Competition Committee of the American Public Relations Assn. In this year's competition, 13 Silver Anvil trophies and 24 certificates were awarded. Awards will be presented during the association's annual convention in Washington early in March.

PRICE CONTROL *Renewed on Components; RTMA Objects*

OVER THE strong objections of the Radio-Television Mfrs. Assn., the government last week reimposed price ceilings on radio-TV-phonograph components, effective next Monday.

Action by the Office of Price Stabilization capped a round of mid-week developments in which RTMA charged that OPS recontrol "will cause havoc throughout industry among both set and parts manufacturers." RTMA branded the action as "arbitrary" and asked that the order be rescinded until industry could present its case.

The amended regulation restores ceilings only on radio, television and phonograph parts, but preserves the "across-the-board" suspension for receivers announced in OPS' decontrol action Aug. 29 [B•T, Sept. 1].

The agency earlier had set an effective date of Oct. 15 (when the revocation was announced) but extended it another 12 days to enable parts-makers to make adjustments. It was reported that RTMA is preparing voluminous data for a hearing tommorrow (Tuesday). A committee headed by Matt Little, chairman of RTMA's Parts Div., has been named by RTMA President and Board Chairman A. D. Plamondon Jr. to present industry's position. It comprises makers of parts, sets and tubes.

OPS said recontrol action was necessary because suspension of parts ceilings extends beyond the radio-TV industry and would impair controls on other commodities still under controls. It noted that many radio-TV set parts generally are not made by radio-TV manufacturers. Additionally, suspension rendered controls ineffective over repair services which involve sale of parts for replacement purposes.

In a wire to OPS Director Tighe Woods, James D. Secrest, RTMA executive vice president, said there is "no evidence that parts prices have increased since controls were suspended" and felt the order was unjustified. OPS spokesmen conceded later that this may be true on prices, but explained the other factors involved. OPS issued a clarifying order upon receipt of the RTMA telegram. Mr. Secrest initially contacted Economic Stabilizer Roger Putnam.

★

The RTMA executive also asked OPS to clarify regulations to spell out that clock radios are receivers and thus exempt from controls.

Radio and video parts were decontrolled along with receivers last August on the premise that components prices normally parallel those of the finished product. OPS said it later determined that, while radio-TV sets were and are selling below ceilings, it could not go along with continued decontrol on parts for reasons cited. Agency officials will meet with a repair service industry group Tuesday.

Ceilings are to be reimposed on antennas, boosters and all other parts save cabinets at levels set before the original suspension order.

OPS has left the door open for restoration of ceilings on sets if prices hit a certain level.

TWO Israeli publishers—Edition Tav-Jina and Edition Darom—have been added to the list of publishers affiliated with the Israel Publishers Agency, exclusively represented in the U. S. by SESAC.

SESAC ADDS
With 25 More Libraries

MORE than 25 music publishers' catalogs have become affiliated with SESAC Inc. within the past year. The new SESAC publishers are:

Amsco Music Publishing Co., Aztec Music Co., Century Music Publishing Co., Norman J. Clayton, Robert H. Coleman, Robert H. Coleman Publishing Co., Edition Darom, Europa Music Co., H. T. FitzSimons Co., Gospel Songs Inc., Gregorian Institute of America, Heritage Music Publications, Hymntime Publishers, Keyboard Publishing Co., Lillenas Publishing Co., Mercury Music Corp., Nazarene Publishing House, Pro Art Publications, Ramola Music, Sing Time Publishing Co., Singspiration Assoc., Alfred B. Smith, the Sunday School Board of the Southern Baptist Convention, Thompson Music Co., Triangle Music Co., Volpe Music Co.

WOOK Keeps Awake

THERE have been "Talkathons" and "Telethons," but it remained for WOOK Washington to come up with the latest—a "Wilkithon." Station recently presented an all-night disc show to promote Wilkins Coffee. Event was part of firm's contest for best promotion of its coffee by radio stations. WOOK claims the program was noncommercial and was undertaken as a pitch for an advertising contract with Wilkins.

ELECTION TO TROOPS
Signal Corps Sets Plan

U. S. TROOPS overseas will be kept abreast of election returns by means of the Army Signal Corps' expansive communications network, Frank Pace Jr., Secretary of the Army, announced Oct. 12.

For the first time in history, the service hopes to provide simultaneous news coverage of a national election to the entire Army through Signal Corps and Army Troop Information facilities. The Army will use services of the three major press associations, transmitting returns to its 72 overseas radio outlets and over 200 newspapers.

Leaders in TWO of the Midwest's Richest Markets!

KMTV-OMAHA
Almost 65% Saturation in a Billion Dollar Market

Over ¾ million people living in nearly 150,000 TV homes have an effective buying income over a Billion Dollars.

Latest Pulse figures (July 29-August 4) show that KMTV leads in 9 out of the top 10 once-a-week shows and 4 out of the top 5 multi-weekly shows.

In addition, KMTV is currently expanding and remodeling studio facilities to insure still better service to their many advertisers and viewers. Now under construction are a modern, air conditioned, accoustically treated studio, a new film processing room, news room, glass enclosed control room, offices and greatly expanded storage space. These new facilities will enable KMTV to give Channel 3 viewers the finest quality telecasting.

Contact Katz or KMTV today.

2,779,531 Soil-Rich Midwesterners Live Within KMA's ½ MV Line

At last count, 2,779,531 predominantly-rural midwesterners lived within the KMA ½ Millivolt daytime contour area in Iowa, Nebraska, Missouri and Kansas. That's a market greater than Iowa, Washington State, Oklahoma or Colorado and Nebraska combined!

They're America's top-spending farm market! In 1950 these KMA-Landers spent $2,819,660,000 for foods and services—a figure surpassed only by a handful of metropolitan markets!

Here is the BIG farm market . . . served by the 5,000 powerful watts of KMA—The Midwest's TOP Farm Station. IF YOU sell products or services in the rural and small town midwest, then YOU BELONG on KMA! Contact Avery-Knodel or KMA today.

KMTV CBS DUMONT ABC
OMAHA 2, NEBRASKA
CHANNEL 3
Represented by KATZ AGENCY

KMA 5000 WATTS 960KC
SHENANDOAH, IOWA
Represented by AVERY-KNODEL, INC

MAY BROADCASTING COMPANY

OCTOBER 20, 1952

TELECASTING

IN THIS ISSUE

Post-Thaw Grants Total 78
Page 65

NCAA To Consider 'Pay-See' TV
Page 65

New Applications And Grants
Page 66

Largest Set Count By Markets
Page 76

in our 8th year

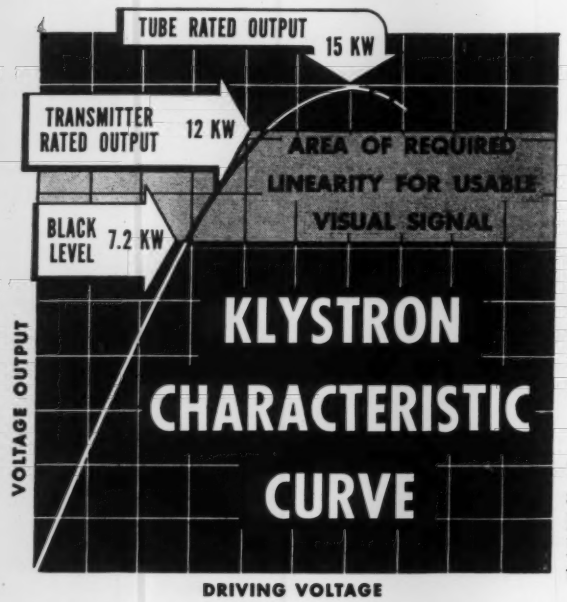
WAFM-TV

Practically all of Birmingham's viewers watch WAFM-TV... practically all of the time they are watching television. It's a well-supported fact. During September, for instance, WAFM-TV had 14 of the top 15 weekly shows, 6 of the top 10 multi-weekly shows, and 70% more quarter-hour wins than Birmingham's second TV station (Birmingham Telepulse). Conclusion: you're sitting pretty with your customers when you are on WAFM-TV. For details, ask WAFM-TV, "Television Alabama," or CBS Television Spot Sales.

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

G.E. TAKES UHF LEAD WITH "TRIPLE POWER" KLYSTRON



New tube for 12 kw transmitter is rated at 15 kw; three times that of other klystron tubes for TV

High power UHF television becomes a reality for 1953 as quantity production begins on General Electric's 12 kw UHF Transmitter. Utilizing a 15 kw klystron tube, the high-power UHF transmitter is rated at 12 kilowatts to assure the required linearity over the operating range.

Power Tripled

This literally triples the power of other available klystron tubes to produce the highest power in the industry today. Production of the units coincides with the release of UHF channel allocations.

A six-kilowatt unit, operated experimentally at Electronics Park for nearly a year, led to the 15 kw klystron tube development.

UHF Helical Antenna

At the same time, development of a simple, high-gain UHF Helical Antenna was in progress. This antenna, now in production, features a simplified feed system—only one feed point per bay—and power gains of 5 to 25 times. Antennas will be available for delivery in Transmitter-Antenna combinations.

THE 15 kw KLYSTRON
What it does!

Engineers agree the main reason why the G-E 15 kw klystron tube represents such an outstanding electronic achievement is its amazing simplification in comparison with both conventional tubes and other klystrons for television.

For one thing, all amplification circuits are confined within the G-E tube—simplifying circuit arrangement as well as tube replacement. Secondly, the G-E klystron overcomes all major complexities of using standard type tubes for high power UHF while providing 120 times amplification in a single tube.

Development of klystron tubes began during the war for use in radar equipments.

Radar was able to utilize the klystron's entire output, and the tube was rated on this basis. In UHF television application, however, a 20% reduction takes place in usable rated output. Therefore a 15 kw tube is necessary to power a 12 kw transmitter.

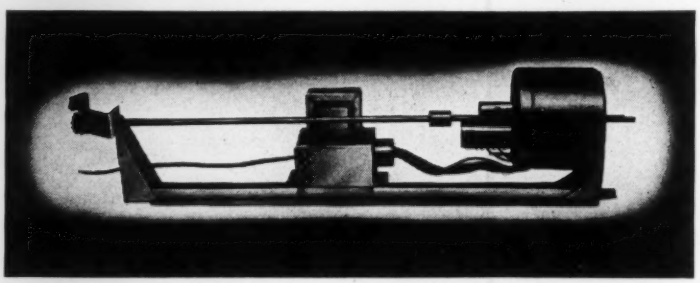
COMPACT TV TRANSLATOR FOR UHF RECEPTION TO LEAVE CABINET APPEARANCE UNCHANGED

Announcement has been made of a new G-E UHF Translator that can be installed in any current G-E table or console model without removing the chassis or changing the appearance of the cabinet. The unit will sell for $30 to $50.

Model Noted for Simplicity

The Translator is an extremely simple unit, both from engineering and installation standpoints. It will provide reception on present receivers of programs telecast on the new ultra high frequencies. When installed, maximum sensitivity will be obtained because the high amplification of the Translator is *added* to the amplification of the TV receiver.

The entire assembly can be mounted on the inside of current General Electric television models using the "A-K" and later chassis. The new Translator has been specifically designed to provide ease of installation and excellent UHF reception.



UHF Translator Model 103 Now Ready For Delivery

Meet our District Sales Manager!

Tom Bost, southeastern District Sales Manager, is a highly-qualified, friendly advisor on equipment requirements for complete television systems. He has served the southeastern district with offices in Atlanta, since 1949.

Tom Bost

A native of Hartshorne, Okla., Bost was graduated from Oklahoma A & M College with a B. S. degree in electrical engineering. He joined General Electric in 1941, where he completed a series of factory tests, engineering and business assignments.

Recent sales accredited to Tom Bost have been to WKAB-TV, Mobile; WLAC, Nashville; WSIX, Nashville; WDOD, Chattanooga; and WBIR, Knoxville.

GENERAL ELECTRIC

TELECASTING

OCTOBER 20, 1952

POST-THAW GRANTS: 78

3 Vhf, 2 Uhf CPs Last Week

By LARRY CHRISTOPHER

PERMITS for three vhf and two uhf commercial TV stations were granted by FCC last week to boost the total number of post-thaw authorizations to 78, including 69 commercial outlets and 9 noncommercial educational stations.

The grants were made Wednesday, the same date on which the Commission's processing "speed-up" plan became effective. FCC amended its temporary processing procedure to specify that after Oct. 15 for a "limited period" no new contested applications would be set for hearing—in view of the backlog of hearing cases already in hand—so that non-contested bids in cities presently without service might be processed more rapidly [B•T, Sept. 22]. Processing of hearing cases already designated or notified will continue, however.

Eight additional applicants were notified Wednesday that their requests are mutually exclusive with others, hence hearings will be required. These were the last cases so notified as the speed-up plan went into effect.

There presently are nearly 240 applications designated or notified for comparative hearing in some 100 different proceedings.

The new station grants were awarded the following:

Lincoln, Neb. (City priority Group A-2, No. 28)—Cornbelt Broadcasting Corp. (KFOR), granted vhf Channel 10, effective radiated power 56 kw visual and 28.5 kw aural with antenna height above average terrain 250 ft. Estimated commencement date: Unknown.

St. Joseph, Mo. (Group A-2, No. 44) —KFEQ Inc. (KFEQ), granted vhf Channel 2, ERP 52 kw visual and 26 kw aural, antenna 810 ft. Estimated commencement date: Unknown.

Amarillo, Tex. (Group A-2, No. 47) —Amarillo Broadcasting Co. (KFDA), granted vhf Channel 10, ERP 56 kw visual and 30 kw aural, antenna 550 ft. Estimated commencement date: Unknown.

Raleigh, N. C. (Group A-2, No. 60) —Sir Walter Television & Broadcasting Co., granted uhf Channel 28, ERP 280 kw visual and 145 kw aural, antenna 490 ft. Estimated commencement date: Unknown.

East Lansing, Mich. (Group B-1, No. 41)—Michigan State Board of Agriculture (WKAR), granted uhf Channel 60, ERP 245 kw visual and 125 kw aural, antenna 980 ft. Estimated commencement date: Unknown. Michigan State College plans to operate station on non-profit basis.

The applications notified for hearing included:

Evansville, Ind. (Group A-2, No. 17) —E. R. Tuley, seeking uhf Channel 62, is being advised consolidated hearing is required with competitive bids of Premier Television Inc. and Trans-American Television Corp., with additional question respecting proposed studio location of Tuley.

Cedar Rapids, Iowa (Group A-2, No. 49)—Davenport Broadcasting Co. (KSTT Davenport) and American Broadcasting Stations Inc. (WMT), both seeking vhf Channel 2, are being notified of need for hearing to include issue on financial qualifications of Davenport Broadcasting. FCC denied petition of American Broadcasting seeking dismissal of Davenport Broadcasting application.

Charleston, S. C. (Group A-2, No. 55) — Southern Broadcasting Co. (WUSN), Atlantic Coast Broadcasting Co. (WTMA) and Charleston Broadcasting Co. (WHAN), all three seeking vhf Channel 2, are being notified of need for hearing with additional question regarding corporate structure of Southern Broadcasting and Atlantic Coast Broadcasting.

Galveston, Tex. (Group A-2, No. 58) —Mirador Television-Radio Corp. and Gulf Television Co., both seeking vhf Channel 11, are being notified of hearing with additional question respecting studio site of Mirador.

The Channel 10 grant at Lincoln for KFOR is the second made to that city, the earlier authorization going to Cornhusker Radio & Television for Channel 12 [B•T, Oct. 6]. Only one more commercial facility, uhf Channel 24, remains open there and no bid is pending. St. Joseph similarly has only one commercial channel still open, uhf Channel 30. KFEQ's vhf Channel 2 authorization is the first post-thaw grant to Missouri.

Amarillo's Second

The vhf Channel 10 grant to KFDA Amarillo is the second to that city in a fortnight, vhf Channel 4 being authorized earlier to KGNC there [B•T, Oct. 13]. Sole remaining commercial facility, for which no bid is pending, is vhf Channel 7.

The uhf Channel 28 grant to Sir Walter Television brings Raleigh its first station. Vhf Channel 5, sole other commercial facility, is sought by WRAL and WPTF.

Uhf Channel 60 is the only channel assigned to East Lansing. Michigan State College plans to operate the station as a commercial outlet but will emphasize educational programs. It is a non-profit venture.

The Commission last week also announced correction of an earlier grant to WKNX Saginaw, Mich., for uhf Channel 57 [B•T, Oct. 13, 6]. FCC indicated ERP should be 17 kw visual and 9.1 kw aural with antenna 470 ft. The earlier notice incorrectly read ERP 1 kw visual and 0.6 kw aural.

Wednesday's TV actions were passed upon by Chairman Paul A. Walker, and Comrs. Rosel H. Hyde, Frieda B. Hennock and Eugene H. Merrill. It was Comr. Merrill's first participation following his taking oath of office on Wednesday (see picture, page 26).

Comrs. George E. Sterling, Robert T. Bartley and E. M. Webster

(Continued on page 96)

'PAY-SEE' GRID PLAN

Catches NCAA Eye

TELEVISION is here to stay, "and we hope college football will stay with it," but pay-as-you-see rather than free video seems to be the answer. This opinion was given last week by Asa Bushnell, commissioner of the Eastern College Athletic Conference and director of the television committee of the National Collegiate Athletic Assn.

Mr. Bushnell met in Chicago last Monday through Thursday with the 17-man executive council of NCAA to outline the progress of the present controlled system of network telecasting and to sketch future problems of the TV committee which need to be confronted and solved now before "they become a reality."

Accepting the advent of subscription TV in from three to five years as a fact, Mr. Bushnell and his committee have boiled down to four some seven methods of adapting the system to college football and of distributing the profits generally.

He, with other members of the council, have previewed four pay-as-you-see systems now in the planning stage, and have talked "very recently" with their officials about possible costs, profits and coverage.

Mr. Bushnell said that because in the past "premium financial and publicity rewards" have tempted some schools to live beyond their means and establish an over-ambitious athletic program, the TV committee seeks to equalize some of the staggering profits which the schools potentially could make with a subscription form of TV. With 19 million sets throughout the country assessed at even 25 cents per receiver, one game could bring in almost $5 million in a single day, it was pointed out.

During the past three years, the NCAA reports, the group has realized that "unrestricted television provides financial and publicity rewards for successful football teams far beyond any rewards ever before known in intercollegiate athletics." Terming this a threat to amateur football, the group points out that as TV circulation grows the advent of subscription video would bring about a situation in which rights for "a few network games, now measured in thousands of dollars, will be measured in millions."

The committee is concerned because regardless of which kind of television is involved, relatively few schools can participate in and profit from a TV program. The association therefore is considering removal of the "excessive" portion of future subscription TV payments and allocation of this fund on a pro-rata basis among NCAA schools which have football teams in TV areas.

Network television plans for 1953 football will not be settled until committee recommendations are made to the entire membership at the annual convention next January in Washington, D. C. At that time, the 10-man TV committee will make its report, based to a large degree on results of a continuing study of the effects of TV on gate attendance. The study is being conducted again this year by the National Opinion Research Center at the U. of Chicago, and is financed by a 12% assessment on TV receipts of participating colleges. The 18% assessment in 1951 has been reduced 6%, the amount rebated when the fund was found excessive. The 12% amounts to an estimated $70,000 this year, one source said.

television grants and applications

Digest of Those Filed With FCC Oct. 10 Through Oct. 16

Grants Since April 14:

	VHF	UHF	Total
Commercial	18	51	69
Educational	2	7	9
Total	20	58	78
Commercial television stations on the air	111 [1]	1	112 [1]

[1] Includes XELD-TV Matamoras (Mexico)-Brownsville.

Applications Filed Since April 14:

	New	Amended	VHF	UHF	Total
Commercial	536	321	497	359	857 [2]
Educational	14	..	4	10	14
Total	550	321	501	369	871 [3]

[2] One applicant did not specify channel.

[3] Includes 78 already granted.

NEW STATION GRANTS

Listed by States

EAST LANSING, Mich. — Michigan State Board of Agriculture (WKAR). Granted uhf Ch. 60 (746-752 mc); ERP 245 kw visual, 125 kw aural; antenna height above average terrain 980 ft., above ground 1,034 ft. Engineering condition. Estimated construction cost $461,465; first year operating cost $125,000; no revenue: non-commercial educational station. Studio location Electrical Engineering Bldg. Transmitter location 0.9 mi. east and 1 mi. south of Okemus on Dobie Road. Geographic coordinates 42° 42' 08" N. Lat., 84° 24' 51" W. Long. Transmitter and antenna GE. Legal counsel Barnes & Nielson, Washington. Consulting engineer William L. Foss Inc., Washington. Applicant is **Michigan State College**, president of which is **John A. Hanna**. [For application, see TV Applications, B•T, July 7.] City priority status: Gr. B-1, No. 41.

ST. JOSEPH, Mo. — KFEQ Inc. (KFEQ). Granted vhf Ch. 2 (54-60 mc); ERP 52 kw visual, 26 kw aural; antenna height above average terrain 810 ft., above ground 750 ft. Engineering condition. Estimated construction cost $428,390, first year operating cost $176,376, first year depreciation $57,877 (total cost $234,253), revenue $204,000. Post Office address KPEQ Bldg., St. Joseph, Mo. Studio and transmitter location 2/5 mi. east of city limits on Faraon St. at 40th St. Geographic coordinates 39° 46' 12" N. Lat., 94° 47' 53" W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Barton Pitts** (51%), president of The Journal Pub. Co., publisher of *Stock Yard Journal;* Vice President **Henry D. Bradley** (3%), president and director of News-Press & Gazette Co., publisher of *St. Joseph News-Press* and *Gazette;* Secretary **J. Ted Branson** (1%), promotion manager of KFEQ; Treasurer **Glenn Griswold** (1%), director-treasurer and commercial manager of KFEQ, and **Arthur V. Burrowes** (1%), managing editor of *News-Press* and *Gazette*. **News-Press & Gazette Co.** owns 43% of applicant. [For application, see TV Applications, B•T, June 2.] City priority status: Gr. A-2, No. 44.

LINCOLN, Neb. — Cornbelt Bcstg. Corp. (KFOR). Granted vhf Ch. 10 (192-198 mc); ERP 56 kw visual, 28.5 kw aural; antenna height above average terrain 250 ft., above ground 323 ft. Engineering condition. Estimated construction cost $300,781; first year operating cost $170,000; revenue $150,000. Post Office address Stuart Bldg., Lincoln 8, Neb. Studio and transmitter location 48th and Vine Streets. Geographic coordinates 40° 49' 30" N. Lat., 96° 39' 19" W. Long. Transmitter and antenna RCA. Legal counsel Beghtol & Rankin, Lincoln, Neb. Principals include President **James Stuart**, Executive Vice President **George T. Bastian**, Vice President **George X. Smith** and Secretary **J. Lee Rankin**. [For application, see B•T, July 7.] City priority status: Gr. A-2, No. 28.

RALEIGH, N. C.—Sir Walter Television & Bcstg. Co. Granted uhf Ch. 28 (554-560 mc); ERP 280 kw visual, 145 kw aural; antenna height above average terrain 490 ft., above ground 446 ft. Engineering condition. Estimated construction cost $296,500, first year operating cost $160,000, revenue $180,000. Post Office address 204 West 6th St., Erie, Pa. Studio and transmitter location 2414-2416 Hillsboro St. Geographic coordinates 35° 47' 16" N. Lat., 78° 40' 04" W. Long. Transmitter, antenna and studio equipment GE. Legal counsel Haley & Doty, Washington. Consulting engineer William L. Foss Inc., Washington. Principals include equal (¼) partners **John W. English**, partner in Erie (Pa.) law firm of English, Gilson, Baker & Bowler; **John J. Boland Jr.**, partner in Boland & Cornelius (ship cargo brokers), Buffalo; **James R. McBrier**, president of Trask, Prescott & Richardson (department store), and **James B. Donovan**, member of New York and Washington law firm of Watters & Donovan. Messrs. English and Donovan each have 14.8% interest in Erie Television Corp., applicant for new TV station in Erie [TV Applications, B•T, July 21], and Messrs. McBrier and Donovan each have ⅓ interest in Capitol Television & Bcstg. Co., applicant for new TV station in Baton Rouge, La. [TV Applications, B•T, Aug. 4]. [For application, see TV Applications, B•T, Aug. 25.] City priority status: Gr. A-2, No. 60.

AMARILLO, Tex. — Amarillo Bcstg. Co. (KFDA). Granted vhf Ch. 10 (192-198 mc); ERP 56 kw visual, 30 kw aural; antenna height above average terrain 550 ft., above ground 465 ft. Engineering condition. Estimated construction cost $312,215, first year operating cost $180,000, revenue $210,000. Post Office address 800 Hawkins St., Brownwood, Tex. Studio location to be determined. Transmitter location N. Ong St. and W. Cherry Ave. Geographic coordinates 35° 17' 33" N. Lat., 101° 50' 48" W. Long. Transmitter and antenna GE. Legal counsel Eugene L. Burke, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Wendell Mayes** (25%), chief owner of KBWD Brownwood and KNOW Austin, Tex., and officer in Amarillo Bcstg. Corp., licensee of KFDA Amarillo; Vice President **C. C. Woodson** (25%), oil, gas and publishing interests and KFDA officer; Secretary-Treasurer **Charles B. Vordan** (25%), KFDA officer, vice president and assistant general manager Texas State Network and vice president of KABC San Antonio, WACO Waco, KRIO McAllen, KFJZ Ft. Worth, and Director **Gene L. Cagle** (25%), president and general manager and 34% owner Texas State Network, president-general manager of KFJZ, KABC, WACO and KRIO, and owner of 20% of KSTB Big Spring, Tex., director of KFDA and officer in Waco TV Corp., TV applicant at Waco. [For application, see B•T, July 7.] City priority status Gr. A-2, No. 47.

HEARINGS

FCC on Oct. 15 notified eight applicants for TV stations that their applications indicate the necessity for hearing. For full details, see story, page 65.

NEW APPLICATIONS

Listed by States

† Indicates pre-thaw application refiled (amended).

SAN DIEGO, Calif—Vista Bcstg. Co., uhf Ch. 21 (512-516 mc); ERP 43 kw visual, 21.5 kw aural; antenna height above average terrain 720 ft., above ground 206 ft. Estimated construction cost $236,350, first year operating cost $240,000, revenue $260,000. Post Office address Route 2, Box 1148, Vista, San Diego County, Calif. Studio location to be determined. Transmitter location 1⅜ mi. SE of La Jolla, adjacent to KFMB-TV transmitter site. Geographic coordinates 32° 50' 18" N. Lat., 117° 15' 00" W. Long. Transmitter RCA, antenna GE. Consulting engineer Ron Oakley, La Canada, Calif. Principals include **Robert B. Raisbeck** (50%) and **June D. Raisbeck** (50%), co-partners in Television Productions, Hollywood. City priority status: Gr. B-4, No. 190.

† **SAN FRANCISCO, Calif.—General Teleradio Inc. (KFRC),** vhf Ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,230 ft., above ground 163 ft. Estimated construction cost $646,142, first year operating cost $664,800, revenue $681,600. Post Office address 1313 N. Vine St., Hollywood 28, Calif. Studio location 1000 Van Ness Ave. Transmitter location 2 mi. SW of Daly City, in San Mateo County, Calif., near KRON-TV tower and KNBC-FM tower. Geographic coordinates 37° 41' 20" N. Lat., 122° 26' 07" W. Long. Transmitter and antenna RCA, Legal counsel Pierson & Ball, Washington. Principals include President and Treasurer **Thomas F. O'Neil**, Executive Vice President and Vice president of Don Lee Div.; **Ward Ingrim**, Vice President and Executive Vice President and General Manager of Yankee Div.; **H. Linus Travers**, Vice President and President of Don Lee Div.; **Willet H. Brown** and Treasurer-Secretary of Don Lee Div.; **A. M. Quinn. General Tire & Rubber Co.**, Akron, Ohio, owns 90.01% of applicant; **R. H. Macy & Co.**, New York, owns 9.99% of applicant. General Teleradio Inc. is licensee of KFRC San Francisco, WOR-AM-FM-TV New York, KHJ-AM-FM-TV Los Angeles, WNAC-AM-FM-TV Boston, KGB San Diego, WONS Hartford, Conn., WEAN Providence, R. I., and WGTR (FM) Worcester, Mass. City priority status: Gr. B-5, No. 212.

AUGUSTA, Ga.—Martin Theatres of Georgia Inc., vhf Ch. 6 (82-88 mc); ERP 59 kw visual, 35.4 kw aural; antenna height above average terrain 622 ft., above ground 534 ft. Estimated construction cost $342,272, first year operating cost $250,000, revenue $250,000. Post Office address P. O. Box 391, Columbus, Ga. Studio location to be determined. Transmitter location 4 mi. NE from center of Augusta. Geographic coordinates 33° 30' 53" N. Lat., 81° 55' 13" W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President **E. D. Martin** (⅓), theatre operator; Vice President **R. E. Martin Jr.** (⅓), theatre operator, and Secretary-Treasurer **C. L. Patrick**, theatre operator. **Estate of R. E. Martin Sr.** owns ⅓ of applicant; E. D. Martin and R. E. Martin Jr. are administrators and sole heirs, devisees and legatees of this estate. [See Columbus, Ga., application, TV Applications, B•T Sept. 29.] City priority status: Gr. A-2, No. 51.

ODENTON, Md.—Montgomery County Bcstg. Co. (WOOK Washington), uhf Ch. 14 (470-476 mc) (allocated to Annapolis, Md.); ERP 186 kw visual, 100 kw aural; antenna height above average terrain 501 ft., above ground 516 ft. Estimated construction cost $275,935, first year operating cost $175,000, revenue $175,000. Post Office address Montgomery County Bcstg. Co., Westmore Road, Rockville, Md. Studio and transmitter location on east side of Cherry Hill Road, 0.3 mi. north of Powder Mill Road, about 2 mi. west of Beltsville, Md., or about 6 mi. NE of Washington, D. C., city limits. Geographic coordinates 39° 02' 41" N. Lat., 76° 57' 00" W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President and 100% owner **Richard Eaton**, Secretary-Treasurer **Margaret G. Eaton** and Assistant Secretary and Treasurer **Lavalle G. Hart.** Applicant is licensee of WOOK and WFAN (FM) Washington, WINX Rockville, Md., WARK Hagerstown, Md., WSID Baltimore, WANT Richmond, Va., and WJMO Cleveland. City priority status: Gr. B-1, No. 140.

ST. LOUIS, Mo.—Columbia Bcstg. System Inc. (KMOX), vhf Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,058 ft., above ground 990 ft. Estimated construction cost $1,791,727, first year operating cost $800,000, revenue $1,270,000. Post Office address CBS Inc., 485 Madison Ave., New York 22, N. Y. Studio location 401 South 12th Blvd. Transmitter location 1.5 mi., 43° N., from intersection of Lindbergh Blvd. and Gravois Road in Sappington, Mo., at north intersection of Garber Rd. and Pardee Road. Geographic coordinates 38° 32' 55.5" N. Lat., 90° 21' 57" W. Long. Transmitter and antenna GE. Legal counsel Julius F. Brauner, CBS Inc., New York. Consulting engineer Jay W. Wright, CBS Inc., New York. Principals include Chairman of the Board **William S. Paley** (8.7337%); President **Frank Stanton** (less than 1%); Vice President **Bruce A. Coffin** (1.351%); Vice President **Lloyd H. Coffin** (1.2097%); Vice President **David H. Cogan** (less than 1%); Vice President **James B. Conkling**; Vice President **William C. Gittinger**; Vice President **Lawrence W. Lowman** (less than 1%); Vice President **Earl H. Gammons** (less than 1%); Vice President **Howard S. Meighan** (less than 1%); Vice President **Daniel T. O'Shea**; Vice President **Richard S. Salant**; Vice President **J. L. Van Volkenburg** (less than 1%); Assistant Secretary **Edgar M. Batchelder** (1.205%), and Director **Leon Levy** (2.180%). Applicant is 25% owner of Bing Crosby Enterprises Inc. (radio and television program production), Hollywood, Calif., 45% owner of WTOP-AM-FM-TV Washington, 45% owner of KQV Pittsburgh, 47% owner of WCCO and WCCO-TV Minneapolis, and licensee of WBBM-AM-FM Chicago, WCBS-AM-FM-TV New York, WEEI-AM-FM Boston, KMOX St. Louis, KNX-AM-FM Los Angeles and permittee of KNXT (TV) Los Angeles, and through wholly-owned subsidiary is licensee of KCBS-AM-FM San Francisco. Applicant seeks FCC approval to buy WBKB (TV) Chicago. City priority status: Gr. B-4, No. 179.

SPRINGFIELD, Mo. — Tulsa Bcstg. Co., vhf Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 634 ft., above ground 650 ft. Estimated construction cost $485,215, first year operating cost $192,000, revenue $218,000. Post Office address 1850 South Boulder, Tulsa, Okla.; general offices 111 S. Cherokee St., Muskogee, Okla. Studio and transmitter location 1845 E. Seminole St. Geographic coordinates 37° 10' 31.7" N. Lat., 93° 15' 36" W. Long. Transmitter and antenna GE. Legal counsel Spearman & Roberson, Washington. Consulting engineer Paul Godley Co., Upper Montclair, N. J. Principals include President **John T. Griffin** (56.5%), president of KTUL-AM-FM Tulsa and KFPW-AM-FM Fort Smith, Ark., and president of Griffin Grocery Co.; Vice President **James C. Leake** (3.6%), vice president of KTUL-AM-FM and KFPW-AM-FM, and **Marjory Griffin Leake** (39.4%), stockholder in KTUL-AM-FM and KFPW-AM-FM. In addition, above principals also are stockholders in KOMA-AM-FM Oklahoma City, Okla. City priority status: Gr. A-2, No. 57.

WILMINGTON, N. C.—WGNI-TV Co. (WGNI), vhf Ch. 6 (82-88 mc); ERP 70 kw visual, 35 kw aural; antenna height above average terrain 339 ft., above ground 383 ft. Estimated con-

(Continued on page 97)

CBS Television Network added its first uhf outlet with signing of WHUM-TV Reading, Pa. to primary affiliation contract [B•T, Sept. 29]. Herbert V. Akerberg (l), CBS vice president in charge of station relations, extends congratulations to Humboldt J. Greig, president-general manager of WHUM-TV. Uhf station has been assigned Channel 61 and hopes to be in operation by mid-December. WHUM-TV is owned and operated by Eastern Radio Corp.

XUM

The New Grantees' Commencement Target Dates

HERE are the 78 post-thaw new TV grantees and the dates on which they expect to commence operation. Channels authorized, as well as network affiliation where signed, is also given.

Grantee	Channel	Starting Date	Network Affiliation
KFEL-TV Denver	Ch. 2	On the Air (July 18)	NBC, DuMont
KPTV (TV) Portland	Ch. 27	On the Air (Sept. 19)	NBC
KBTV (TV) Denver	Ch. 9	On the Air (Oct. 2)	CBS, ABC
WSBA-TV York, Pa.	Ch. 43	Nov. 4	ABC
KXLY-TV Spokane, Wash	Ch. 4	Nov. 27	
WBRE-TV Wilkes-Barre, Pa.	Ch. 28	Dec. 1	
WHUM-TV Reading, Pa.	Ch. 61	Dec. 1	CBS
KGMB-TV Honolulu, T. H.	Ch. 9	Dec. 1	
KTBC-TV Austin, Tex.	Ch. 7	Dec. 1	
WROV-TV Roanoke, Va.	Ch. 27	Dec. 15	
KDEN (TV) Denver	Ch. 20	Dec. 17	
WKAB-TV Mobile, Ala.	Ch. 48	Dec. 25	
WJTV (TV) Jackson, Miss.	Ch. 25	Dec. 25	
Appalachian Bcstg., Scranton, Pa.	Ch. 73	Dec. 25	
WSBT-TV South Bend, Ind.	Ch. 34	Late 1952	
WAFB (TV) Baton Rouge, La.	Ch. 28	Late 1952	
WHYN-TV Holyoke, Mass.	Ch. 55	Late 1952	
Springfield Television Bcstg. Co., Springfield, Mass.	Ch. 61	Late 1952	
Trans-America TV Corp., Flint, Mich.	Ch. 28	Late 1952	
WAKR-TV Akron, Ohio	Ch. 49	Late 1952	
WKST-TV New Castle, Pa.	Ch. 45	Late 1952	
WILK-TV Wilkes-Barre, Pa.	Ch. 34	Jan. 1	
WNOK-TV Columbia, S. C.	Ch. 67	Jan. 1	CBS
WEEK-TV Peoria, Ill.	Ch. 43	January	
WICC-TV Bridgeport, Conn.	Ch. 43	January	
KOLN-TV Lincoln, Neb.	Ch. 12	Feb. 1	
WMAC (TV) Massilon, Ohio	Ch. 23	Feb. 1	
KROD-TV El Paso, Tex.	Ch. 4	February	
WCOV-TV Montgomery, Ala.	Ch. 20	March 1	
WFTL-TV Fort Lauderdale, Fla.	Ch. 23	March 1	
KCBD-TV Lubbock, Tex.	Ch. 11	March	
WCOS-TV Columbia, S. C.	Ch. 25	March	
KGNC-TV Amarillo, Tex.	Ch. 4	March-April	
Little Rock Telecasters, Little Rock, Ark.	Ch. 17	April 15	
WPAG-TV Ann Arbor, Mich.	Ch. 20	April	
WGBI-TV Scranton, Pa.	Ch. 20	April	
WSUN-TV St. Petersburg, Fla.	Ch. 38	May 1	
WSEE-TV Fall River, Mass.	Ch. 46	May	
WHP-TV Harrisburg, Pa.	Ch. 55	May	
KTSM El Paso, Tex.	Ch. 9	Early 1953	
KHQ-TV Spokane, Wash.	Ch. 6	Early 1953	
WNOW-TV York, Pa.	Ch. 49	Early 1953	DuMont
WICC-TV Bridgeport, Conn.	Ch. 42	Early 1953	
WKNB-TV New Britain, Conn.	Ch. 30	Early 1953	
KHQ-TV Spokane, Wash.	Ch. 6	Early 1953	
WFMJ-TV Youngstown, Ohio	Ch. 73	Early 1953	NBC
WKBN-TV Youngstown, Ohio	Ch. 27	Early 1953	
WSLS-TV Roanoke, Va.	Ch. 10	Early 1953	
WFMJ-TV Youngstown, Ohio	Ch. 73	July	
WEEU-TV Reading, Pa.	Ch. 33	Mid-1953	
WCEE (TV) Asbury Park, N. J.	Ch. 58	Late 1953	
WKAQ-TV San Juan, P. R.	Ch. 2	1954	
KMJ-TV Fresno, Calif.	Ch. 24	Unknown	
U. of Southern California, Los Angeles	Ch. *28	Unknown	
Mountain States TV Co., Denver	Ch. 26	Unknown	
WSJL (TV) Bridgeport, Conn.	Ch. 49	Unknown	
WBRD-TV Fort Lauderdale, Fla.	Ch. 17	Unknown	
Winnebago Television Corp., Rockford, Ill.	Ch. 39	Unknown	
KSAC-TV Manhattan, Kan.	Ch. *8	Unknown	
WPTV (TV) Ashland, Ky.	Ch. 59	Unknown	
WNBH-TV New Bedford, Mass.	Ch. 28	Unknown	
WKNX-TV Saginaw, Mich.	Ch. 57	Unknown	
KTTS-TV Springfield, Mo.	Ch. 10	Unknown	
U. of State of N. Y., Binghamton, N. Y.	Ch. *46	Unknown	
U. of State of N. Y., Albany, N. Y.	Ch. *17	Unknown	
U. of State of N. Y., Buffalo, N. Y.	Ch. *23	Unknown	
U. of State of N. Y., New York City	Ch. *25	Unknown	
U. of State of N. Y., Rochester, N. Y.	Ch. *21	Unknown	
WHTV (TV) Syracuse, N. Y.	Ch. *43	Unknown	
Polan Industries, Youngstown, Ohio	Ch. 21	Unknown	
WTVT (TV) Chattanooga, Tenn.	Ch. 43	Unknown	
Chattanooga TV Inc., Chattanooga, Tenn.	Ch. 49	Unknown	
KTVA (TV) Austin, Tex.	Ch. 24	Unknown	
Capital City Television Co., Austin, Tex.	Ch. 18	Unknown	
U. of Houston and Houston Independent School District, Houston, Tex.	Ch. *8	Unknown	
Texas Telecasting Inc., Lubbock, Tex.	Ch. 13	Unknown	

* Educational permittees.

SET DISTORTION

FCC Urges RTMA Action

FCC expects TV set manufacturers t make drastic efforts to eliminate interference caused by receiver radiation and spurious receiver responses, Chairman Paul A. Walker notified James D. Secrest, executive vice president of Radio-Television Mfrs. Assn. in a letter sent last week.

Acknowledging RTMA's report on efforts to cut down interference of this type, Chairman Walker said the Commission is awaiting results of tests of 1952 models which an RTMA committee (R-15) is conducting. Committee chairman is K. A. Chittick, RCA Victor Div.

The chairman said that uhf radiation limits of 50 uv/m at 100 feet low band and 150 uv/m high band were merely "a first effort on the part of the industry and were looked upon by the Commission as interim radiation limits only. The value of 15 uv/m as suggested by Commission engineers in the preliminary proposal of 1949 and 1950 is still considered to be a desirable objective for receivers in the vhf bands."

The RTMA committee will meet Oct. 20, with William C. Boese attending as FCC representative of E. W. Allen, chief engineer.

VISITING Chicago, Mr. and Mrs. Rosco Karns meet with WGN-TV executives and discuss *Rocky King, Detective* on DuMont TV Network. L to r: Ted Weber, WGN-TV sls. mgr.; Mr. Karns (Rocky); Mrs. Karns; Frank Schreiber, mgr., WGN Inc.; Jay E. Faraghan, WGN-TV prog. mgr.

EDWARD R. MURROW (l), commentator and editor-narrator of CBS-TV's *See It Now*, receives Arts & Letters Award from National Assn. of Air Force Veterans at a Detroit banquet for his radio-TV programs. Award is presented by Lt. Gen. James Doolittle, citing Mr. Murrow's contributions "to public understanding of airpower preparedness."

PLAQUE recognizing "pioneering foresight" of WCAU-AM-TV Philadelphia in erecting new Radio-TV Center is presented to Donald W. Thornburgh (l), pres. and gen. mgr., by local Chamber of Commerce. J. Harry LaBrum, chamber pres., presents certificate praising executive for "great faith" in future of city and 53-county coverage area.

KLAC-TV Los Angeles receives scroll from California's Secretary of State for outstanding public service in keeping listeners informed. L to r: Joe Parker, TV dir., Caroline Leonetti Ltd., Hollywood charm school, presenting scroll; Don Fedderson, KLAC-AM-TV v. p., gen. mgr.; Fred Henry, KLAC-TV prog. dir.

WORK on eight more films for *The Doctor* as new NBC-TV series, gets underway for Procter & Gamble. L to r: William F. Craig, assoc. TV dir., P&G; Warner Anderson, who has title role; Marion Parsonnet, prog. prod. P&G products (Camay, Cheer) are handled by Benton & Bowles.

CHECKING commercial material for RCA Victor on revamped *Kukla, Fran & Ollie* (NBC-TV, Sunday) are (l to r): Standing, H. A. Renholm, reg. mgr., RCA Victor, Chicago; Walter M. Norton, pres., RCA Victor Dist. Corp., and H. C. Chapman, v. p. in chg. of Chicago office; seated, Burr Tillstrom and Fran Allison, program principals.

XUM

WRITERS WRANGLE

TWA Petitions NLRB

JURISDICTIONAL battle in Hollywood over live and film TV writers for network shows has been embittered because of a petition to the National Labor Relations Board by the newly-formed, unaffiliated Television Writers of America. Petition asks for an election to determine the bargaining union.

Authors League of America and Screen Writers Guild oppose the new TWA. They assert the petition might delay even for a year the signing of a bargaining agreement already negotiated by the National Television Committee of ALA. This pact is for writers of live TV shows, and was to have been effective last Wednesday.

This troubled labor picture is already clouded by the 11-week strike against the Alliance of Television Film Producers.

BARTLEY TALK

Warns Educators on TV

EDUCATORS are on notice from FCC Comr. Robert T. Bartley that when amendments are suggested to the Commission on the Sixth Report and Order "none will require more careful review than the suggestion that changes be made in the reservation of . . . assignments for exclusive use of non-commercial educational institutions."

Comr. Bartley spoke at the annual study conference of the Alabama Assn. of Broadcasters Oct. 10 at the U. of Alabama, Tuscaloosa [B•T, Oct. 13]. He warned that unless greater activity is forthcoming by educators to acquire or use channels now set aside, "there will be slight basis for justifying all 242 channels now reserved for education."

Comr. Bartley said the problem will be before FCC next summer.

CBS-TV EXPANSION

In Station Relations

EXPANSION of CBS-TV's station relations department, in anticipation of network growth following the lifting of FCC's TV freeze, was announced last week by Fritz Snyder, national director of the department.

He said Robert Wood had been promoted to the post of assistant director and that John M. Boylan and Edward Scovill had been added as staff representatives.

Mr. Wood, with CBS Television since 1946, has been a member of the station relations staff for the past 15 months.

Mr. Boylan has served with ABC-TV station relations department since March, 1951, and previously was with NBC station relations and station clearances for 17 years. Mr. Scovill has been in the CBS radio station relations department for the last 13 months.

CBS FILES

For St. Louis Ch. 4

CBS last Thursday filed with FCC an application for vhf Channel 4 at St. Louis, already applied for by both KWK and KXOK St. Louis.

The network, which is licensee of 50 kw KMOX there, estimates that construction cost will be $1,791,727, with first year operating cost of $800,000 and expected first year revenue of $1,270,000. CBS proposes effective radiated power of 100 kw visual, 50 kw aural, with a 1,000-ft. antenna. Cost of the antenna and tower was placed at $216,000 —nearly $65,000 more than it plans to pay for its GE transmitter. The application revealed CBS will spend $800,000 in constructing studio and transmitter buildings and another $411,300 for studio technical equipment. In addition, $151,000 is earmarked for miscellaneous equipment, excluding $7,700 for frequency and modulation monitors. Land cost is $55,000.

The proposed studio location is at 401 South 12th Blvd., in downtown St. Louis. Transmitter would be near the intersection of Lindbergh Blvd. and Gravois Rd.

In an attached balance sheet, dated Aug. 30, CBS showed total current assets of $53,815,232. Of this amount, $6,051,591 was in cash. Total broadcast investments total $23,532,021. There is $14,569,-632 worth of tangible property other than broadcast, according to the balance sheet. Total assets are $98,415,260.

Total current liabilities of the network are $26,946,715. The long term debt, consisting mostly of notes payable from 1957 through 1971, is $26,542,185.

CBS net income last year (1951) was $6,360,097 after federal income taxes. This was a $2,254,768 increase over the 1950 net income.

CBS is licensee of WBBM-AM-FM Chicago, WCBS-AM-FM-TV New York, WEEI-AM-FM Boston, KNX-AM-FM Los Angeles and permittee of KNXT (TV) Los Angeles; holds 45% interest in WTOP-AM-FM-TV Washington, 45% interest in KQV Pittsburgh and 47% interest in WCCO-AM-TV Minneapolis. CBS of California, a wholly-owned subsidiary, is licensee of KCBS-AM-FM San Francisco. CBS owns 25% of Bing Crosby Enterprises Inc., radio and television program producers. Pending FCC approval is purchase of WBKB (TV) Chicago from Balaban & Katz for $6 million.

KQV has announced it will file for vhf Channel 4 at Irwin, Pa., when the allocation amendment is finalized [B•T, Sept. 1, Aug. 18].

KPTV (TV) Names

KPTV (TV) Portland, Ore., first commercial uhf station to commence operation [B•T, Sept. 22], has named NBC Spot Sales as its national representative. Station is owned by Empire Coil Co., licensee of WXEL (TV) Cleveland and also operator of KBTV (TV) Denver, and operates on Channel 27.

Harrington, Righter & Parsons, Inc.

The only exclusive TV Station Representative

New York
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WLTV *Atlanta*
owned by Broadcasting, Inc.

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WBEN-TV *Buffalo*
owned by Buffalo Evening News

WFMY-TV *Greensboro*
owned by Greensboro News and Record

WDAF-TV *Kansas City*
owned by The Kansas City Star

WHAS-TV *Louisville*
owned by the Courier-Journal & the Louisville Times

WTMJ-TV *Milwaukee*
owned by the Milwaukee Journal

WTTG *Washington*
owned by Allen B. DuMont Labs., Inc.

for the local advertiser
of a quality product . . .

Lilli Palmer,

". . . the toast of television row"

—BEN GROSS, *DAILY NEWS*

Beauty plus charm plus talent . . . and informative, entertaining interviews with famous personalities. That's why this gracious lady of theatre and screen rocketed to overnight television success.

Now NBC presents "The Lilli Palmer Show," the perfect program to advertise a quality product. This brand-new film series is available to you on a market-to-market basis . . . 26 fifteen-minute shows filled with all the Lilli Palmer magic.

"The Lilli Palmer Show" is geared for the family audience . . . and this means a *big* audience.

The show was Hollywood-filmed expressly for television . . . they're 1952 pictures . . . of 1952 quality.

The films are backed by NBC—the network with the industry's longest, continuous experience in television programming.

For further information on "The Lilli Palmer Show"—and other NBC Quality films—write, call or wire:

"She talks and she sings entrancingly"
LOOK MAGAZINE

"Miss Palmer's advantage is that she has something to say and says it with wit, charm and urbanity."
JACK GOULD—NY *TIMES*

"In fact, everything Miss Palmer does commands attention. She endows with great, though mystifying importance, her walk, her movements, her gestures." JOHN CROSBY—NY *TRIBUNE*

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KGMB-TV BID

Asks Dec. 1 Interim Status

KGMB-TV Honolulu, sole new TV grantee in the Hawaiian Islands, filed with FCC last week a request for special temporary authorization to commence interim operation Dec. 1 on vhf Channel 9 with effective radiated power of 266 w.

The request also indicated KGMB-TV plans later to seek authority to construct its regular facilities at a new, higher site in order to cover additional areas, including Hilo, possibly with the aid of a satellite transmitter or community antenna system. This is believed to be the first mention of commercial satellite operation at FCC even though experimental units are in operation at present in the U. S.

Filed by C. Richard Evans, KGMB-TV vice president and general manager, the request specified the interim operation would be established at KGMB-AM's site using an RCA 500-w transmitter and a single-bay RCA antenna atop the present KGMB tower.

Since the tower will not support a heavier antenna, the request noted, "the FCC requirements of minimum field strength are not quite met, but excellent service would be furnished to the principal population of Honolulu with these facilities, inasmuch as the antenna is in the center of population and . . . the principal population does not extend more than 5 miles from the KGMB transmitter site. It is significant that one-half of the total population of the combined Hawaiian Islands, which extend over a range of several hundred miles, live within this 5-mile radius."

KGMB-TV's construction permit, granted in early August [B•T, Aug. 11], calls for ERP of 34.8 kw visual and 17.4 kw aural with antenna height above average terrain 1,768 ft. The site is atop Tantilus Mt. KGMB-TV proposes to move this site 2.2 mi. northeast to Konahuanui Mt., about 1,000 ft. higher. The station said the new site would permit better coverage of Honolulu as well as "excellent coverage of the windward side of the Island of Oahu where, at present, only 8% of the population live but which is developing rapidly as Honolulu expands."

COMPARING notes at the Sept. 30 National Assn. of Radio & TV Station Representatives' spot TV clinic in New York's Biltmore Hotel are (seated, l to r) John Wade, Avery-Knodel Inc.; R. Stewart Boyd, advertising manager, National Biscuit Co., special guest, and Scott Donahue, The Katz Agency Inc.; standing, Joseph Miller, Weed Co. Television; Elliott Read, Free & Peters Inc., and Thomas Campbell, The Branham Co.

WOC-TV

HOW TO COOK-UP SALES in the Quint-City Area

"Today's Cooking" — 1:30-2:00 p.m., Monday thru Friday, conducted by capable home economist, Norida Frank—has recipe for increased sales in WOC-TV area. For example, Kaukauna Dairy Company, using three participations weekly, ran 8-week test.

For $1.00, offered viewers link of cheese, cheese grater, simple recipe folder. *Total response to offer was 2,175.*

Cost of this 8-week telecasting, $1,500—for which sponsor received IN EXCESS OF $2,100 *in direct sales to viewers . . . plus direction of* THOUSANDS OF PEOPLE TO GROCERS for *Kaukauna Klub* products.

If you have a product adaptable to home economics type of telecasting, "Today's Cooking" will put it on front burner, *sales-wise.* Get the facts from your nearest F & P man . . . or direct from us.

FREE & PETERS, INC.
Exclusive National Representatives

WOC-TV
Channel 5

The Quint Cities
COL. B. J. PALMER, *President*
ERNEST C. SANDERS,
Resident Manager
Davenport, Iowa

NABET, NBC-TV

Tiff on UN Coverage

NBC-TV and the National Assn. of Broadcast Engineers and Technicians (CIO) Wednesday night settled a dispute that cancelled the network's coverage of UN meetings on Tuesday and Wednesday mornings.

Under terms of the settlement, NBC-TV agreed to send a camera to the UN Assembly hall although it was originally pointed out there was no space for cameras other than three provided by the UN. NBC-TV's coverage of Thursday morning's session proceeded on schedule.

The cancellation came when NABET refused to permit NBC-TV to cover the morning meetings by taking a "feed" from three UN-operated cameras covering the main hall, which are manned by members of the International Brotherhood of Electrical Workers (AFL). NABET insisted on having a fourth camera from NBC-TV in the hall. The UN refused to give permission, pointing out there was not sufficient room. NABET then balked at permitting NBC-TV to cover the sessions.

BELL-WU TIE-IN

FCC Says Undesirable

FCC issued a decision last week denying the necessity or desirability in the public interest of requiring interconnection of intercity video transmission facilities of Western Union Telegraph Co. with those of the Bell System companies.

The decision dismisses the investigation instituted in Docket 9539 to determine whether intercity video channels of the two companies should be interconnected.

On Dec. 21, 1949, FCC had decided that the American Telephone & Telegraph Co.'s tariff prohibiting interconnection of Bell System intercity lines with those of broadcasters (non-common carrier lines) was "unjust, unreasonable and unlawful." AT&T thus was required to interconnect its intercity video channel facilities with those of broadcasters "until such time as adequate common carrier intercity video channels are available to meet needs of the broadcasters."

Comr. Rosel H. Hyde issued a dissenting opinion in last week's decision, with Comr. Frieda B. Hennock concurring in the dissent. Comr. Hyde said that although the decision denies supporting any claim the Bell System may have made to a monopoly in intercity video transmission, the action "effectively does grant such a monopoly to Bell."

In the absence of interconnection or of a service parallel to the Bell System, no common carrier can compete with Bell in the intercity video transmission field, Comr. Hyde said. Comr. Robert T. Bartley did not participate in the 3-2 decision.

In a statement Thursday, Western Union officials said the decision will not diminish the company's "keen interest" in furnishing TV channels by microwave. Stating that the company now owns sites for radio relay towers as far west as Minneapolis and as far south as Atlanta, officials said the FCC decision is being "carefully restudied by the company to determine future planning."

FILM PRODUCTION

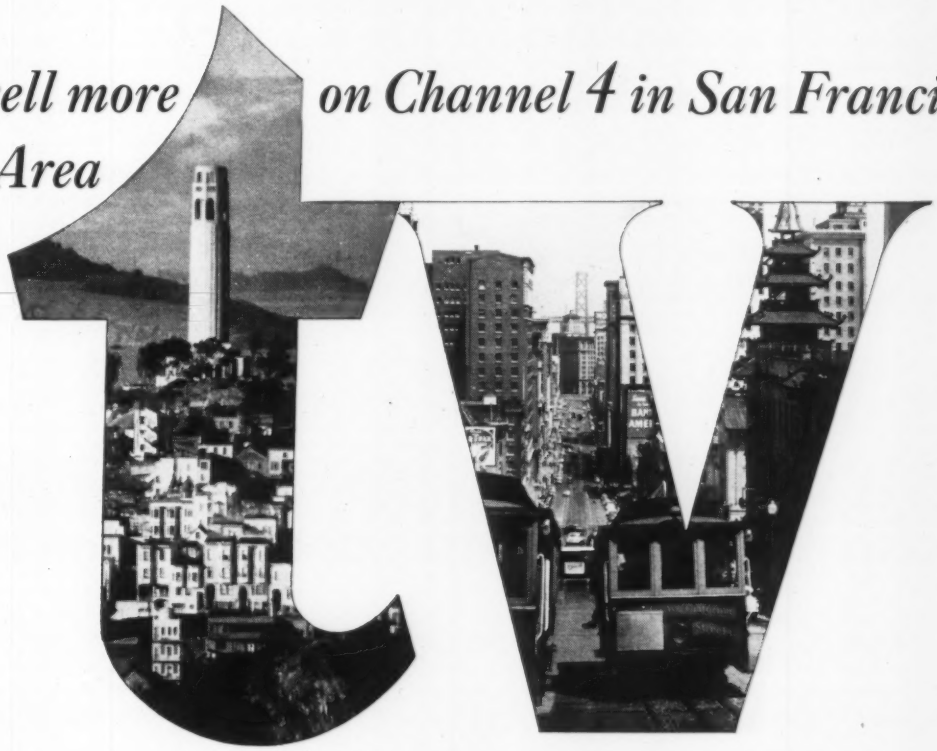
Pathe Labs. to Finance

PATHE Labs., Hollywood, which has just completed construction on a new $1 million plant to process 16 mm. film for TV, has established a fund to finance video film production.

Witl. two producers signed and ready to go into production at Eagle-Lion Studios, Hollywood, further backing is available to others with well thought-out series in mind, according to Charles M. Amory, recently appointed vice president of Pathe Labs. in charge of sales for Eagle-Lion. "Funds, though not unlimited, are sufficient to help discover the future Goldwyn or Selznick of television," said Mr. Amory. Chesapeake Industries is the parent company of Pathe Labs. and Eagle-Lion Studios.

KRON-TV serves one of the nation's top TV test markets. In number of TV sets the San Francisco Bay Area now ranks in "First 10" market group

You'll sell more Bay Area on Channel 4 in San Francisco



Of San Francisco's 3 established TV stations, you can be sure that KRON-TV consistently *puts more eyes on spots* because...

KRON-TV has the market's highest antenna, providing clearest signal and unparalleled "Clear Sweep" coverage of the San Francisco Bay Area, Northern and Central California

KRON-TV serves the largest number of advertisers (*Rorabaugh*)

KRON-TV offers the greatest percentage of audience... both day and night, and throughout the week* (*Pulse*)

KRON-TV presents the largest number of top-rated shows — more than the other two stations combined (*Pulse*)

**except Saturday daytime*

The San Francisco TV Station that puts more eyes on SPOTS

kron-TV

Check with FREE & PETERS for availabilities! Offices in New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Bldg., 5th and Mission Streets, San Francisco

SAN FRANCISCO CHRONICLE · NBC AFFILIATE · CHANNEL 4

Hearings—FCC Rejects Pleas

(Continued from page 32)

to be consolidated in the hearing.

The Commission upheld the motions commissioner and ruled that an application filed 20 days before the hearing date is legal.

Pending as of Thursday was a joint petition by Orange and WDAE opposing the request of Tampa Television to amend its application to increase cost of construction, specify new transmitter site and increase antenna height. Competitors claim that this is a "substantial" amendment and is foreclosed by the 20-day policy, by which the Commission has refused to allow major amendments if tendered less than 20 days before the start of a hearing.

First moves in the Tampa-St. Petersburg hearing were the introduction of engineering exhibits and testimony for all applicants.

FCC Examiner Basil P. Cooper is hearing the Tampa-St. Petersburg applicants. FCC counsel is Max D. Paglin; engineering counsel, John E. Doane.

In Jackson, Mich., the following are applicants for uhf Channel 48: WIBM, WKHM and Sparton Broadcasting Co., owned by radio-TV manufacturer Sparks-Withington Co. Hearing examiner is J. D. Bond.

In Wichita, Kan., vhf Channel 3 and 10 and uhf Channel 16 are in hearing. Contesting for Channel 3 are KANS, owned by O. L. Taylor, radio station representative; *Wichita Eagle's* KFH and Wichita Television Corp. Inc., whose major stockholder is local businessman George M. Brown.

Seeking Channel 10 are KAKE; Sunflower Television Co., comprising oilmen E. V. Yingling and W. L. Hartman as well as Coca-Cola franchise holder Virgil S. Browne Jr., radio station representative George P. Hollingbery, and *Junction City* (Kan.) *Union* publisher John D. Montgomery, and Mid-Continent Television Inc., whose major stockholders are Theodore Gore and S. O. Beren. Oklahoma City's WKY-AM-TV withdrew its application for Wichita's Channel 10 on Friday.

Only two applicants seek Channel 16: C.W.C Co., owned by theatre exhibitor Stanley H. Durwood, and the *Wichita Beacon's* KWBB. Withdrawn last week was the Channel 16 application of KFBI.

Wichita hearing is being heard by Examiner H. B. Hutchison.

Denver Channel 7 hearing wound up last week with Denver Television Co.'s John M. Wolfberg, General Manager A. H. Constant and Technical Director Tom Morrissey testifying. Also on the stand was Harris P. Wolfberg, father of the principal Denver Television stockholder, and Guy Gadbois, business agent for actor James M. Stewart, 20% stockholder in Denver Television.

The younger Mr. Wolfberg testified that he would prefer home TV to theatre TV if a conflict arose between the two systems. He also stated he had made a profit only on the Marciano-Walcott theatre TV fight program, when his Broadway Theatre charged $1.80 admission for large screen viewing.

* * *

MANAGER Joe Kelly (l) of WTSP St. Petersburg, Fla., confers with his counsel, Neville Miller.

CORRIDOR conference is held by Winston W. Casey (l) and John D. Keating, partners and each one-third owner of Northwest Television and Broadcasting Co.

* * *

Mr. Wolfberg Sr. testified as to his financial worth. He is lending his son $78,490 and is guaranteeing an equal amount for his son's loan.

KLZ's Frank H. Ricketson Jr. resumed the stand to agree that he would relinquish his 8% stockholdings in Cheyenne Newspapers Inc. (*Wyoming Eagle* and *State Tribune*), which owns 66% of KFBC Cheyenne, if overlap between KLZ and that station gets to be 5% for KLZ and 7% for KFBC.

As of now, the Grade B overlap between the proposed KLZ and KFBC video stations amounts to 25 square miles, involving 60 people.

Mr. Ricketson also said he had "no great confidence" in theatre TV and that he does not believe there is any basic conflict between home TV and theatre exhibition.

The Portland uhf Channel 21 hearing involves the competitive bids of Mt. Scott Telecasters Inc., owned by the principals of KGON Portland who already have testified [B•T, Oct. 13], and Vancouver Radio Corp., Vancouver, Wash., licensee of KVAN there. Majority stockholders in Mt. Scott Telecasters and KGON are Irwin S. Adams and his wife.

Principals in Vancouver Radio include Sheldon F. Sackett, president and 75% owner; D. Elwood Caples, vice president and 20%, and Fred F. Chitty, secretary and 5%. Mr. Chitty, KVAN manager, testified fortnight ago.

Mr. Sackett, testifying Oct. 10 and appearing for cross-examination last Monday, also is president and sole owner of KROW Oakland, Calif., pre-freeze TV applicant which has pending an appeal of FCC's Sixth Report and Order [B•T, Aug. 11], and president-95% owner of KOOS Coos Bay, Ore. Both of these stations also plan TV.

Mr. Sackett related that the estimated construction cost for the proposed KVAN-TV is $220,386 with first-year operating cost of $560,000. Estimated revenue is $600,000. Proposed Class A time hourly rate is $362.50.

Vancouver is the fourth largest city in Washington, it was pointed out, and is near Portland. KVAN-TV would be programmed for Vancouver, FCC was told.

KVAN's balance sheet as of July 31, presented by Mr. Sackett, showed current assets of $31,716.67 with total assets $87,879.10. Current liabilities were $16,958.78. Surplus of $10,920.32 was given. Capital stock totals $60,000.

Mr. Sackett said KVAN had a loss of $2,364 in 1950 but had a net income, after federal taxes, of $4,971 in 1951. In the latter year, gross revenue totaled nearly $130,000 with expenses about $123,700, he indicated.

To finance the proposed KVAN-TV, Mr. Sackett related KVAN will issue another $100,000 worth of stock, which with present capital and surplus of nearly $71,000 and deferred payments to DuMont for equipment totaling $133,000, would give KVAN a pro forma balance sheet showing of nearly $320,000 in total capital and liabilities.

Financial Data

The $100,000 in new stock would be divided: $20,000 to Mr. Caples; $10,000 to Mr. Chitty; $35,000 to Times Inc., owned by Mr. Sackett and publisher of the *Coos Bay Times;* $35,000 to Mr. Sackett.

Mr. Sackett reported his net worth to be in excess of a half-million dollars, his assets totaling nearly $660,000 with liabilities slightly more than $148,000. Assets of Times Inc. were reported as $442,163 with liabilities $191,598. KROW assets totaled $424,818; liabilities, $102,845. KROW Inc. is issuing $50,000 more stock for total issue of $300,000, an exhibit showed. KOOS assets totaled $106,354; liabilities, $28,262.

Other witnesses for the proposed KVAN-TV besides Messrs. Sackett, Caples and Chitty included Vancouver Mayor R. E. Carter and Russ C. Coughlan, assistant manager of KROW who will be supervisor of TV programming for the proposed TV outlets at Vancouver, Oakland and Coos Bay.

Mr. Coughlan said KVAN-TV would be 71.3% commercial, with

(Continued on page 74)

WISE BUYERS Buy KFMB-TV

San Diego's First and only TV Station Blankets California's Third Market!

San Diego County's 1951 FARM PRODUCTION was valued at more than 82 Million Dollars!

KFMB-TV, KFMB-AM
San Diego 1, Calif.
Represented by THE BRANHAM CO.

John A. Kennedy, Board Chairman · Howard L. Chernoff, Gen. Mgr.

the nation's first commercial UHF television station...

KPTV

announces
the appointment of
NBC Spot Sales
as National Spot Sales Representative

Portland, Oregon's first television station

KPTV • Portland • Oregon
UHF *Channel* **27**

Started Operations September 20, 1952
Owned by Empire Coil Company, Inc.

Hearings—FCC Rejects Pleas

(Continued from page 72)

film comprising 40.2% of the 56 hours weekly operation proposed initially. AM and TV staffs would be integrated, he related, with KVAN-TV having a staff of about 36 exclusive of key executives.

The Portland vhf Channel 12 hearing began Wednesday with engineering testimony from the three applicants, Oregon Television Inc., Columbia Empire Telecasters Inc. and Northwest Television & Broadcasting Co.

Principals in Oregon Television include President Henry A. White (15.1%), industrialist-ship builder; Vice President Stephen Eberly Thompson (15.1%), lumber executive; Secretary Robert L. Sabin (7.6%), attorney; Director Julius L. Meier Jr. (22.6%), divisional manager, Meier & Franks Co., department store; General Manager Walter J. Stiles Jr. (1.9%), consulting engineer, most recently with KECA-TV Hollywood, and Director William A. Healy (15.1%), vice president of Dorenbecher Mfg. Co.

Technical witness for Oregon Television was John Mullaney, Washington consulting engineer. Mr. White began initial non-technical testimony in the hearing on Thursday. He reported on personal qualifications and general program policies.

Principals in Columbia Empire include Chairman of Board Philip L. Jackson, editor and publisher, *Portland Oregon Journal;* President and initially 60% owner Wesley I. Dumm, chief owner of KSFO and KPIX (TV) San Francisco and 27.5% owner of KXA Seattle; Treasurer Richard Brown, general manager of KPOJ Portland; Secretary Frank C. McColloch, and Vice President Richard Bell, assistant to Mr. Dumm. KPOJ, owned by the *Journal*, holds 26.67% interest in applicant and Journal Pub. Co. holds 13.33%.

Northwest Principals

Technical witness last week for Columbia Empire was Jules Cohen of Vandivere, Cohen & Wearn, Washington consulting engineers. Also to testify later is Alfred Towne, director of engineering of KPIX (TV) and director of Universal Research Labs., San Francisco.

Principals in Northwest Television & Broadcasting include President John D. Keating, 50% owner of KPOA Honolulu and KILA Hilo and half-owner of KYA San Francisco; Vice President Lester L. Hunter, owner of Pacific Stationery Inc., Portland; and Treasurer Winston W. Casey, partner in Walston, Hoffman & Goodman, Portland investment securities firm. Each is one-third owner.

Technical evidence was presented for Northwest by Glenn D. Gillett, head of his own Washington firm.

UHF SERVICE

RCA's Package Plan

SERVICE and installation plan for uhf television stations, described as the first in the industry, was announced last week by RCA Service Co., Camden, N. J. Letters outlining the plan were sent to every TV station in the country, according to W. L. Jones, vice president in charge of technical product service.

First to sign up for the basic package offer was KPTV (TV) Portland, Ore., first commercial uhf outlet. KPTV went on the air Sept. 20.

Mr. Jones said that under the plan an RCA Service Co. uhf broadcast engineer will aid station personnel, giving the same information offered in RCA TV symposiums at Camden. Uhf stations, he added, will get all the technical aid they need "to get a good picture on the air and keep it there."

Included in the installation-supervision part of the package are complete technical inspection and many other services.

CAPRA SIGNED

For AT&T TV Series

WITH a budget of $175,000 to $250,000 per hour-long TV film, N. W. Ayer & Son Inc. has signed Frank Capra, Academy Award-winning motion picture director, to produce and direct a documentary science series for American Telephone & Telegraph Co.

Don Jones, member of the agency's New York film department, will establish a Hollywood office, separate from agency's West Coast headquarters, to produce the yet untitled series of 13 films. Production starts in approximately two months. Programs will be televised on a monthly basis starting in the fall of 1953.

Mr. Capra, a graduate of Massachusetts Institute of Technology, is reputed as an authority on the subjects comprising the series in which "The Sun" is to be the first program.

INTERFERENCE

FCC Warned of Trouble To Ch. 4 and 5

SERIOUS interference to TV stations operating on Channels 4 (66-72 mc) and 5 (76-82 mc) will result if the FCC adopts its proposed policy of allocating operational fixed stations in the 4 mc space between 72 and 76 mc, splitting the two video channels, the Commission was informed last week by NARTB and WCCO-TV Minneapolis.

Only experimental stations have been assigned in the past to the 72-76 mc space, conditioned on lack of interference to TV reception, NARTB observes, adding that the new proposals would allow fixed stations without any protection to TV reception if the stations or assignments are separated 80 or more miles.

NARTB also points out that operational fixed stations may operate as close as 10 miles from a TV station on Channels 4 or 5, under more restricted conditions. One of these conditions requires the fixed licensee to eliminate any interference to TV reception which may be found within a given radius prescribed by a family of curves developed by the FCC research department, according to NARTB.

Asks Informal Huddle

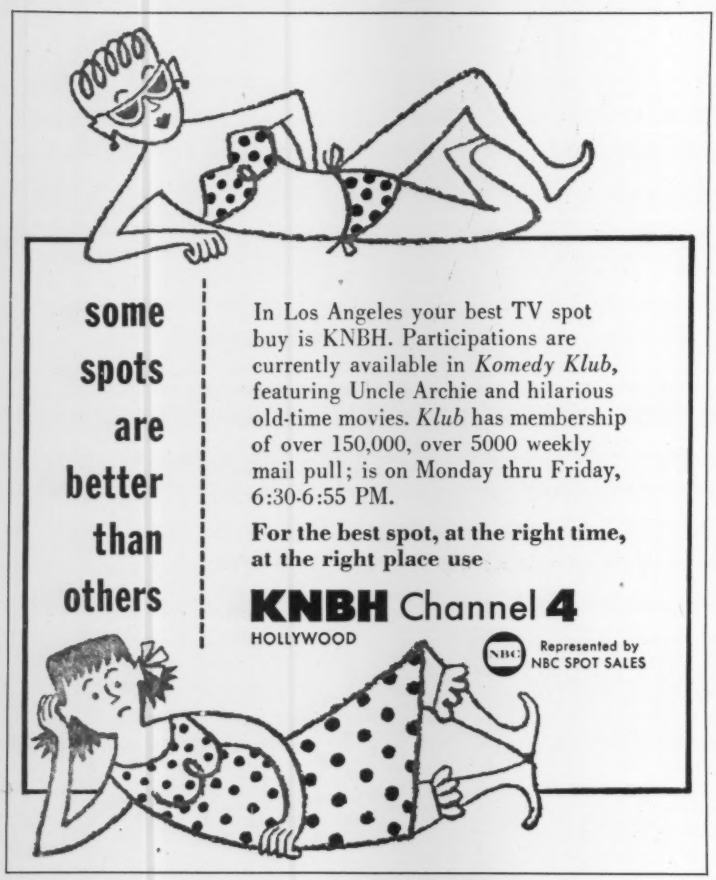
Calling of an informal conference among TV broadcasters, receiver manufacturers, parties proposing to use the band and the FCC was proposed in the NARTB petition, prepared by Neal McNaughten, engineering director, and Thad H. Brown Jr., television counsel. NARTB explains it desires more accurate data as to actual transmitting conditions before allocation policies are made. Radio-Television Mfrs. Assn. is asking a 120-day delay to develop data on receivers.

John M. Sherman, technical director of WCCO-TV Minneapolis, asked amendment of the proposed rule to give greater protection to stations on Channels 4 and 5. WCCO-TV is located on Channel 4 and KSTP-TV Minneapolis is on Channel 5.

Mr. Sherman cited examples of interference that is depriving viewers of service. In such towns as Brainerd, Mankato, Rochester, all in Minnesota, and Menominee, Eau Claire and Chippewa Falls, in Wisconsin, according to his petition, viewers get their only service from the twin city stations and have spent large sums installing elaborate receiving antennas.

Stations in the 72-76 mc band usually employ highly directional antennas and are unattended, he said, with interference effects extending well beyond the radii in the FCC's chart. He described the broad-band characteristics of TV receivers.

Mr. Sherman pointed out an example in Wisconsin where a police relay at Menominee, using a yagi directional antenna, causes interference in the Menominee area and extends for more than 26 miles along the relay station's lobe. Numerous complaints have been received and investigated in the Eau Claire and Chippewa Falls areas 22 and 26 miles from Menominee and 88 and 93 miles, respectively, from Minneapolis. He said the FCC has authorized fixed relay stations at a number of points in Minnesota, operating on 73.22 and 74.5 mc. These would cause interference in Brainerd, Onamia, Brainerd-Alexandria and Windom, it is contended.


some spots are better than others
In Los Angeles your best TV spot buy is KNBH. Participations are currently available in *Komedy Klub*, featuring Uncle Archie and hilarious old-time movies. *Klub* has membership of over 150,000, over 5000 weekly mail pull; is on Monday thru Friday, 6:30-6:55 PM.
For the best spot, at the right time, at the right place use
KNBH Channel 4
HOLLYWOOD
NBC
Represented by NBC SPOT SALES

Television's Finest

PORTABLE CAMERA MOUNT

for Complete Mobility

HOUSTON-FEARLESS ALL-METAL TRIPOD

Combines extreme ruggedness, adaptability, rigidity, ease of operation and portability not found in any other tripod. For studio or field use. Levels automatically. Tubular steel legs are easily adjusted for height—lock positively to prevent slipping. Folds compactly. Two sizes: ¾ and full length.

HOUSTON-FEARLESS FRICTION HEAD

Provides smooth, easy panning and tilting of TV cameras. Pans 360° on ball bearings. Tilts 45° up or down with camera counterbalanced at all times. Variable drag and brake are provided on both pan and tilt. Adjustable handle. Fits Houston-Fearless and other standard tripods, pedestals, dollies and cranes.

HOUSTON-FEARLESS TRIPOD DOLLY

Gives convenient mobility to tripod-mounted television cameras. In the studio, it offers a rapid means of moving camera. Wheels swivel for maneuverability or can be locked parallel for straight line tracking. In field, provides easy means for positioning camera. Strong, lightweight tubular steel. Folds compactly.

Write for information on specially built equipment for your specific needs.

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11807 W. Olympic Blvd., Los Angeles 64, Calif.
Please send catalogs on ☐ Friction Head ☐ Tripod ☐ Tripod dolly ☐ Panoram dolly ☐ TV Cranes ☐ Camera pedestals ☐ Film Processors ☐ Remote control parabola.
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Station
KRLD TV
Dallas
Texas' Most Powerful Television Station
★
SERVES THE LARGEST
TELEVISION MARKET...
Southwest
DALLAS and FORT WORTH
More than a Million urban population in the 50-mile area
More than TWO MILLION in the 100-mile area . . .
NOW
189,341
TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA
EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS
This is why KRLD-TV is your best buy
Channel 4 . . . Represented by
The BRANHAM Company

telestatus

Nielsen, ARB Surveys; More on 'Hooperade'

(Report 238)

NBC-TV's *Dragnet* led in national Nielsen ratings of the top 10 TV shows for the two weeks ending Sept. 13. The mystery show led both in the number of homes reached and in the percentage ratings. Nielsen's list follows:

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	Dragnet (NBC)	8,582
2	My Little Margie (CBS)	8,279
3	Pabst Blue Ribbon Bouts (CBS)	7,872
4	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	7,575
5	Gangbusters (NBC)	7,060
6	Arthur Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	7,018
7	Robt. Montgomery Presents (American Tobacco Co.) (NBC)	6,904
8	You Bet Your Life (NBC)	6,676
9	Your Show of Shows (Participating) (NBC)	6,544
10	Your Show of Shows (Reynolds, R. J., Tobacco) (NBC)	6,451

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	Dragnet (NBC)	50.8
2	Gangbusters (NBC)	48.6
3	Arthur Godfrey's Scouts (CBS)	48.6
4	My Little Margie (CBS)	45.7
5	Pabst Blue Ribbon Bouts (CBS)	45.5
6	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	43.9
7	Your Show of Shows (Participating) (NBC)	42.7
8	Robt. Montgomery Presents (American Tobacco Co.) (NBC)	42.1
9	Big Town (CBS)	41.1
10	Your Show of Shows (Reynolds, R. J., Tobacco) (NBC)	40.8

Copyright 1952 by A. C. Nielsen Co.

Less Reading Among Set Owners, Survey Claims

RESULTS of a Boston U. survey indicate that fewer TV owners read, and that those who do, read much less than non-TV owners. The survey was conducted among 350 families of Brighton and Allston, Mass.

Other results showed that televiewers are more active in sports; that the average viewing time for families is 3.4 hours daily, and that persons of lower education, income and occupation tend to spend more time before video sets than persons who rank higher in these categories. Eagerness for TV in youngsters under 18 was shown to be a strong determining factor as to whether a family will purchase a set.

* * *

TV Preferences Differ In City-to-City Survey

WIDE city-to-city differences in program preferences were reflected in the September "Hooperade of TV Stars," released last week by C. E. Hooper Inc. Only one program — NBC-TV's *Your Show of Shows*—placed within the top 15 in all of the six cities measured. Of a total of 38 shows which made the top 15 in one or more of the six cities, 18 made the list in only one city. The cities: New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit.

* * *

Godfrey Leads ARB Sept. 7-13 Survey

ARTHUR GODFREY was the top TV attraction nationally in September, according to an American Research Bureau survey. ARB rating figures show that Mr. Godfrey's Monday TV show, *Talent Scouts*, topped all other programs Sept. 7-13 with a rating of 50.2. His Wednesday show, *Godfrey & Friends*, reached more homes than any other program.

Following is the ARB list of the first 10 TV programs by rating and by homes reached:

Program	Network	Rating
1. Talent Scouts	CBS	50.2
2. Dragnet	NBC	48.3
3. Godfrey and Friends	CBS	43.9
4. Your Show of Shows	NBC	43.4
5. What's My Line?	CBS	42.2
6. Groucho Marx	NBC	41.4
7. Toast of the Town	CBS	38.4
8. My Litle Margie	CBS	37.4
9. Racket Squad	CBS	36.1
10. T-Men in Action	NBC	35.2

Program	Network	Homes
1. Godfrey and Friends	CBS	8,100,000
2. Groucho Marx	NBC	7,670,000
3. Your Show of Shows	NBC	7,460,000
4. Dragnet	NBC	7,050,000
5. My Little Margie	CBS	6,960,000
6. What's My Line?	CBS	6,790,000
7. Toast of the Town	CBS	6,300,000
8. Talent Scouts	CBS	5,970,000
9. TV Playhouse	NBC	5,970,000
10. Rocket Squad	CBS	5,720,000

Weekly Television Summary— October 20, 1952—TELECASTING Survey

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	102,447
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	410,076
Binghamton	WNBF-TV	95,000
Birmingham	WAFM-TV, WBRC-TV	118,000
Bloomington	WTTV	181,450
Boston	WBZ-TV, WNAC-TV	931,871
Buffalo	WBEN-TV	284,202
Charlotte	WBTV	244,842
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,188,419
Cincinnati	WCPO-TV, WKRC-TV, WLWT	365,000
Cleveland	WEWS, WNBK, WXEL	660,547
Columbus	WBNS-TV, WLWC, WTVN	237,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	189,341
Davenport	WOC-TV	138,000
Quad Cities Include Davenport, Moline, Rock Ise., E. Moline		
Dayton	WHIO-TV, WLWD	249,000
Denver	KFEL-TV, KBTV	57,964
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	817,000
Erie	WICU	174,680
Ft. Worth Dallas	WBAP-TV, KRLD-TV, WFAA-TV	189,341
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	128,576
Houston	KPRC-TV	177,000
Huntington-Charleston	WSAZ-TV	177,637
Indianapolis	WFBM-TV	265,000
Jacksonville	WMBR-TV	68,000
Johnstown	WJAC-TV	177,301
Kalamazoo	WKZO-TV	241,832
Kansas City	WDAF-TV	231,707
Lancaster	WGAL-TV	167,336
Lansing	WJIM-TV	110,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KTLA, KNXT, KTTV	1,347,154
Louisville	WAVE-TV, WHAS-TV	179,820
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	26,000
Memphis	WMCT	149,217
Miami	WTVJ	143,500
Milwaukee	WTMJ-TV	363,176
Minn.-St. Paul	KSTP-TV, WTCN-TV	329,200
Nashville	WSM-TV	80,380
New Haven	WNHC-TV	310,000
New Orleans	WDSU-TV	122,195
New York-Newark	WABD, WBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk-Portsmouth-Newport News	WTAR-TV	134,937
Oklahoma City	WKY-TV	152,731
Omaha	KMTV, WOW-TV	145,182
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,085,549
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	535,000
Portland, Ore.	KPTV (not yet estimated)	
Providence	WJAR-TV	227,000
Richmond	WTVR	141,888
Rochester	WHAM-TV	160,000
Rock Island	WHBF-TV	138,000
Quad Cities Include Davenport, Moline, Rock Ise., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	89,820
San Antonio	KEYL, WOAI-TV	98,890
San Diego	KFMB-TV	153,850
San Francisco	KGO-TV, KPIX, KRON-TV	448,000
Schenectady-Albany-Troy	WRGB	230,100
Seattle	KING-TV	171,000
St. Louis	KSD-TV	433,000
Syracuse	WHEN, WSYR-TV	189,422
Toledo	WSPD-TV	203,000
Tulsa	KOTV	134,275
Utica-Rome	WKTV	79,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	386,799
Wilmington	WDEL-TV	120,479

Total Stations on Air 112* Total Markets on Air 66* Estimated Sets in Use: 18,818,032

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

Get Set with BOTH Barrels to Get Your Limit - - Fast!

WHIO-TV coverage

1st in Dayton

The 12 top once-a-week shows —seen on WHIO-TV. 7 of top 10 multi-weekly shows, with locally-produced WHIO-TV "Front Page News" the leading news show in the area. (*August Pulse*)

WHIO coverage

1st in Dayton

37.9% of the total radio audience. This compares with 13.5% for Station B; 26.5% for Station C; and 14.1% for Station D. (*Hooper average for the past year*)

THE DAYTON MARKET

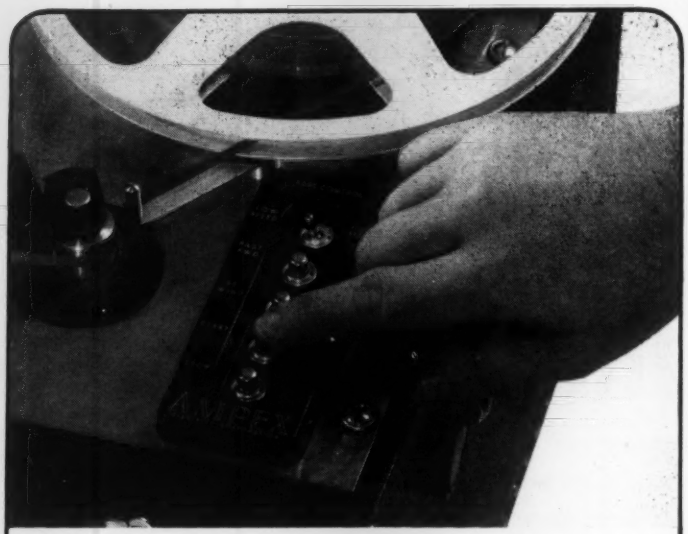
1,293,595 prosperous prospects—366,457 families. Payrolls in Dayton for 1951—$630,951,822. Retail sales for Dayton and Montgomery County—$475,000,000. Average weekly industrial pay check—$83.67—highest in Ohio, one of highest in the country. Dayton has been designated a "Preferred City" by Sales Management for the past 20 months.

YOU CAN *DOMINATE* THE DAYTON MARKET WITH EITHER WHIO-TV OR WHIO—WITH BOTH OF THEM TOGETHER, YOU CAN *SATURATE* IT. ASK NATIONAL REPRESENTATIVE GEORGE P. HOLLINGBERY COMPANY FOR FULL INFORMATION

DAYTON OHIO

whio TV AM FM

XUM



An AMPEX is always ready to go

— Even after thousands of hours of service

Supreme reliability is the most important quality your tape recorder can have — whether your station is 250 watts or 50,000 watts. Countless operators have found that AMPEX eliminates the fussing, the adjustments and the uncertainty they had previously suffered in using tape recorders that were "built to a price."

The AMPEX 400 Series Recorder is the one outstanding bargain in tape recorder service. It costs least per hour of use; it minimizes maintenance and adjustment; it protects your programs from the hazard of sudden failure; and its reliability frees your engineer's attention for other tasks.

Even after thousands of hours of service, your AMPEX Recorder will be reliable in these important ways:

- *When you press the button, it operates*
- *Program timing stays accurate*
- *Starting, stopping and rewind will operate smoothly*
- *Fidelity will still be high*
- *Maintenance costs will still be low*

If you plan for tomorrow, buy an AMPEX today.

For new broadcast application bulletin, write Dept. D

AMPEX

MAGNETIC RECORDERS

AMPEX ELECTRIC CORPORATION
934 CHARTER STREET • REDWOOD CITY, CALIF.

MILLER ADDRESS

Hits TV Reservations

ANOTHER TREND in the government's "moving in" on private industry is represented in FCC's reservation of noncommercial, educational TV channels, Judge Justin Miller, NARTB board chairman, Thursday told a group of educators considering use of reserved Channel 26 in Washington, D. C.

Addressing the Institute of Educational Television for Washington, meeting Thursday and Friday at Georgetown U. in that city, Judge Miller warned educators that commercial broadcasters would oppose any extension of the one-year-period ending June 2, 1953, during which educators may make bids for the reserved channels without competition from commercial sources.

Walker's Speech

FCC Chairman Paul A. Walker also addressed the group of representatives from colleges, universities and other educational institutions in the Washington area. The Rev. Daniel E. Power, S. J., director of the Georgetown U. Forum, presided at Thursday's session.

Judge Miller suggested that, considering the cost of setting up and operating a television station, educators might do well to take their money and purchase time on commercial stations to put their educational plans across.

He also speculated on whether noncommercial, educational television might become a "political football" in the case of institutions supported by legislature appropriations. He said the legislators granting the funds for a station might in turn make demands for time on the station to further their own political ends.

Commercial broadcasters, at first skeptical of noncommercial, educational television, are accepting FCC's educational reservations, now that the action is an accomplished fact, he said.

He advised educators to enter television in a limited way at first, programming only a few hours a day, before attempting to expand. He mentioned several general problems that educators should consider — financing, programming, staffing, etc.—before entering TV.

The NARTB chairman read from the NARTB TV Code the policies of commercial broadcasters on educational television.

Chairman Walker called for educators to plan for educational television at the nation's capital on the same grand scale as Maj. Pierre Charles L'Enfant when he planned the city more than a century and a half ago. He said an educational TV outlet might eventually reach a radius of 40 to 70 miles and predicted a national network of educational stations with the "flagship station" in Washington.

Edward Wegener, program director of WOI-TV Ames, Iowa, commercial TV outlet operated by Iowa State College, spoke on "Operating the Educational Television Station" at the Thursday session; Martha A. Gable of the Board of Public Education, Philadelphia, on "The Educator in Television."

Thursday evening's session featured a talk by Dr. Franklin Dunham, chief of the U. S. Office of Education's Radio-TV Section, and a panel discussion with films and kinescope recordings was conducted by Paul Reid, assistant director of the Joint Committee on Educational Television.

The Rev. Edmund A. Walsh, S. J., vice president of Georgetown U., made the welcoming address.

SET SHIPMENTS

RTMA Releases Figures

TELEVISION receiver shipments to dealers totaled 2,722,089 units during the first eight months of 1952, according to Radio-Television Mfrs. Assn., almost equaling the 2,744,831 sets shipped in the same period a year ago. August shipments this year totaled 315,332 sets compared to 156,015 a year ago.

New York led all states with 330,914 sets with California's 289,972 ranking second. RTMA's estimated shipments of TV sets to dealers by states for the first eight months of 1952 follow:

State	Total
Alabama	33,635
Arizona	11,347
Arkansas	7,300
California	289,972
Colorado	18,137
Connecticut	59,808
Delaware	9,747
District of Columbia	26,890
Florida	47,416
Georgia	54,602
Idaho	129
Illinois	153,292
Indiana	105,867
Iowa	46,314
Kansas	16,460
Kentucky	36,486
Louisiana	30,003
Maine	4,366
Maryland	46,529
Massachusetts	111,462
Michigan	112,015
Minnesota	38,474
Mississippi	7,957
Missouri	70,311
Montana	95
Nebraska	23,281
Nevada	23
New Hampshire	10,072
New Jersey	107,109
New Mexico	3,738
New York	330,914
North Carolina	54,247
North Dakota	145
Ohio	206,382
Oklahoma	46,618
Oregon	1,327
Pennsylvania	227,356
Rhode Island	17,331
South Carolina	12,549
South Dakota	375
Tennessee	37,948
Texas	125,276
Utah	13,630
Vermont	3,246
Virginia	49,956
Washington	40,688
West Virginia	29,087
Wisconsin	41,688
Wyoming	489
Grand Total	2,722,089

KOTV (TV) to Expand

PLANS to add a second floor to the building housing KOTV (TV) Tulsa, Okla., to expand studios, were disclosed by KOTV General Manager Helen Alvarez as the station began its fourth year on the air last Wednesday.

TV PORTABLES

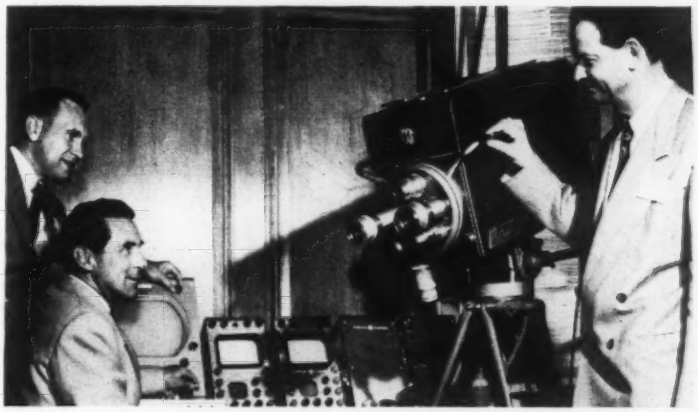
GE Unveils New Equipment

GENERAL ELECTRIC Co. in Cleveland last week unveiled new portable equipment for video pick-ups of such events as sports contests and parades.

The new equipment is so versatile and produces such high quality TV pictures, GE says, that it is being used as studio equipment for demonstrations of TV program improvement through better use of lighting.

Demonstrations are part of two-day Television Studio Lighting clinics begun last Monday at the GE Lighting Institute at Nela Park.

One or more cameras and associated control units form the new equipment, GE explains.



F. P. BARNES (l) of GE, points out features of new portable equipment to Glenn Boundy (c), engineering director, Storer Broadcasting Co., and O. W. Towner, engineering director, WHAS Inc. (WHAS-TV Louisville).

TWA's Labor Role

CLAIMING as members the majority of writers working on network shows, the newly organized and unaffiliated Television Writers of America will push its jurisdiction claim despite negotiations by Authors League of America for a bargaining agreement for writers with the networks. TWA seeks recognition as bargaining agency for writers in both live and film TV.

TV IN EDUCATION

New Calif. Meet Dec. 15

SECOND statewide conference to "explore the needs and possible uses of television in education in California" will be held at Sacramento Dec. 15-16.

An earlier 70-man conference group, which met in Sacramento, failed in its two days of meeting to reach any conclusions. Howard L. Chernoff, KFMB-TV San Diego, general manager, was the only California TV representative to attend that session. The FCC has allocated eight non-commercial educational channels to California. The new conference was called by Gov. Earl Warren at the suggestion of the first group [B•T, Sept. 15].

Levoy TV Poll

TO improve video programming, Gordon M. Levoy, Hollywood TV consultant and head of General Television Enterprises for the fifth year, is polling 700 industry executives, asking for suggestions, preferences in type of program, length, dramatic method, and type and method of production. Results are expected Nov. 1.

BOX OFFICE TV

Called Answer to Future

ENCOURAGEMENT of adoption and growth of "box office television and home subscription TV" was urged before a meeting of the Central Council, American Assn. of Adv. Agencies.

Millard C. Faught, president of a New York management consultant firm, called for support of pay-as-you-see TV in a talk last fortnight in Chicago's Drake Hotel.

Mr. Faught said that American advertisers cannot afford to develop "the full potentials of TV" in this country. He said that a form of box office service would aid advertisers, stations and the public.

Also speaking at the meeting were Jack Cunningham, 4-A's board chairman and executive vice president, Cunningham & Walsh, New York; Otis Carney, J. Walter Thompson Co., Chicago, and Robert E. Lang, director, Radio Free Europe. John M. Willem, of the Leo Burnett Agency, presided.

DuMont at Fairs

SPECIAL TV demonstrations were staged by the Television Transmitter Div., Allen B. DuMont Labs. Inc., at the North Carolina State Fair in Raleigh Oct. 8-12 and at the Spartanburg, S. C. County Fair Oct. 14-19. Cooperating with DuMont on the projects were WRAL Raleigh and WORD Spartanburg, respectively.

Two Cooks Sell Better Than One!

"HOME COOKING" WITH MR. AND MRS. IS TELEVISED MONDAY THRU FRIDAY 11:00 TO 11:45 A.M. FROM THE MODERN **WAAM** KITCHEN . . . AND THE RESULTS ARE AMAZING!

Every morning, Monday thru Friday, at eleven, Mr. and Mrs. get to work in a kitchen set up just for television. The WAAM cameras see everything that goes on in the oven, the pots and pans, the chopping board, the mixing bowls, etc. At home, thousands and thousands of Maryland housewives sit and watch while Mr. and Mrs. demonstrate how to prepare the most delicious meals in the most economical manner. The sponsored products are sold beautifully and solidly. THE COST IS LOW—$48 per participation less frequencies—one of the sweetest buys in television. *Look into it!*

WAAM *TELEVISION . . . CHANNEL 13 . . . BALTIMORE*

Represented nationally by Harrington, Righter & Parsons, Inc.

DuMONT—ABC Affiliate

EDWARDS NAMED
Heads CBS TV Film Sales

APPOINTMENT of Wilbur S. Edwards, manager of KNXT (TV) Hollywood, CBS-TV owned station, as general manager of CBS Television Film Sales was announced last week by Merle S. Jones, vice president in charge of CBS Television stations and general services.

Mr. Edwards

Mr. Jones said the appointment of Mr. Edwards is part of a planned expansion of CBS Television Film Sales. He explained that Fred Mahlstedt, who has been handling sales as well as operations, will continue in charge of operations, concentrating on business management, procurement and production of new film products.

Mr. Edwards will make his headquarters in New York, with sales offices in Chicago, Los Angeles and Memphis. He will remain at KNXT until Nov. 1, by which time a successor will be named.

PRICES on Sparton TV sets have been raised $10, B. G. Hickman, Sparton general sales manager, has announced. Cost rise will not affect Sparton radios or phonographs, he said.

138,000 TV SETS
IN THE QUAD-CITY AREA

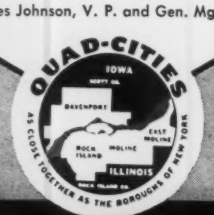
•

Each month this TV set total is ascertained by Quad - City wholesalers serving this area. Actually, the total of TV homes reached by WHBF-TV is considerably larger as our TV signals are received over an extensive area beyond the Quad-Cities.

Increased power has doubled WHBF-TV radiated strength; the staff and facilities have recently moved into enlarged quarters.

True to a 25 year tradition of service in radio broadcasting, WHBF-TV now also serves Quad-Citians *well*—and advertisers *profitably*.

Les Johnson, V. P. and Gen. Mgr.



Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery Knodel Inc.

film report

Sales . . .

MCA-TV LTd., New York, filmed programming distributors, announced sale of the *Abbott & Costello Show*, half hour TV film series, to the following sponsors on a 26 week basis: **Drewry's Ltd.**, South Bend, over **WFBM-TV** Indianapolis; **Regan Bros. Bakery**, Minneapolis, over **KSTP-TV** Minneapolis; **Gunther Brewing Co.**, Baltimore, over **WMAR-TV** Baltimore; **C. Schmidt & Sons Inc.**, Philadelphia, over **WCAU-TV** Philadelphia, and the **Ford Dealers Adv. Assn. of San Francisco** over **KPIX (TV)** San Francisco.

* * *

Paramount Television Productions Inc., New York., film producer and distributor, has announced sales and renewals of two of its syndicated film programs. *Time for Beany*, five-times-a-week children's show, has been sold in following markets: **KPTV (TV)** Portland, sponsored by **Franz Bakery** for 39 weeks starting Oct. 20; **WRGB (TV)** Schenectady beginning Oct. 13; **WEWS (TV)** Cleveland, 13 weeks beginning Sept. 29, and **WKY-TV** Oklahoma City (three times weekly), 13 weeks starting Oct. 13. *Wrestling from Hollywood* has been sold and renewed on following stations: **KPTV (TV)**, to be sponsored by **Blitz Weinhard Brewing Co.** for 26 weeks starting Oct. 16; **KFEL-TV** Denver for Falstaff Beer, 26 weeks beginning Oct. 11; **KOTV (TV)** Tulsa for Falstaff, 26 weeks starting Oct. 25, and **WWJ-TV** Detroit, sponsored by **Jerry Lynch**, used car dealer, for 13 weeks beginning Oct. 11. The show has been renewed on **WXEL (TV)** Cleveland for 13 weeks effective Oct. 17, and on **WSM-TV** Nashville.

* * *

CBS-TV Film Sales, New York, announced last week that it had sold two film shows, *Gene Autry Show* and *The Range Rider*, to KROD-TV El Paso, which is expected to start telecasting within 60 days. The station also has bought *Cases of Eddie Drake* and *Files of Jeffrey Jones* from CBS-TV Film Sales.

* * *

KNXT (TV) Hollywood has purchased 40 feature film for approximately $17,000 from **Sterling Television Inc.** To be shown on *Late Show* are "The Titan," never before televised in Los Angeles; "Brass Monkey," "Hairy Ape" and others. The contract was negotiated by **Don Hine**, station's production administrator, and **Lee Orgel**, manager of Sterling's West Coast operations.

* * *

Interstate Bakeries Corp., Los Angeles (Weber's Bread), renews *Cisco Kid*, half-hour weekly TV film series, on **KECA-TV** that city, for 52 weeks from Oct. 27. Agency is **Dan B. Miner Co.**, Los Angeles.

* * *

Sarra Inc., Chicago, has completed a series of spots for **Grove Labs.** (Bromo-Quinine tablets) and **McLaughlin's Manor House Coffee.** Respective agencies are **Gardner Adv.**, St. Louis, and **Earle Ludgin**, Chicago.

* * *

Fox West Coast Theatres, Los Angeles, last week conducted four-day concentrated TV film announcement campaign on five local stations, preceding the opening of "The Thief," new no-dialogue feature film. Spots were 10-, 20-, 60 seconds and 2 minutes in length. Stations included **KTTV (TV)**, **KLAC-TV**, **KECA-TV**, **KNBH (TV)** and **KHJ-TV.** Agency is **Stodel Adv. Co.**, Los Angeles.

Availabilities . . .

Ford Motor Co., Dearborn, Mich., is releasing "Ticket to Freedom", a 15-minute non-partisan film which dramatically points out poor voting record of the American people and explodes the excuses commonly given for not voting. Narrator is Edward R. Murrow. Prints of film are available at no cost from Ford Motor Co. film libraries at 445 Park Ave., New York, Richmond, Calif., and Dearborn.

* * *

Official Films Inc., New York, is offering four 15-minute filmed series to TV stations and sponsors. They are: *Adventures Out-of Doors*, featuring news and personalities of the sports and outdoor world; *TeleVespers*, an inspirational and non-sectarian series; *News Featurette*, presenting news of the world in magazine technique, and *Willie Wonderful*, for kiddies.

* * *

Guild Films Inc. has started dis-

(Continued on page 88)

WELCOMED by M. J. Rifkin (l), vice president in charge of sales for Ziv Television Programs Inc., as Los Angeles account executive is Don Staley, former manager of the Katz Agency Inc.'s San Francisco office.

NEW FILM LABS
Two Plan Large Plants

NEW $1 million 16mm film processplant, under construction for the past year by Consolidated Film Industries, Hollywood, will start operations in mid-November, according to Sidney Solow, general manager.

Reported to be the largest 16mm laboratory on the West Coast, it will be used for TV, religious, educational and industrial films. Immediately convertible to 16mm color processing, the laboratory will be able to handle from 3 to 4 million feet of film weekly.

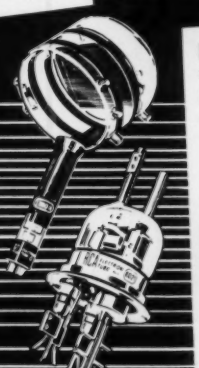
Hollywood Film Co., with one plant recently completed, is readying construction plans for an even larger one. Planned building, estimated at a cost of $350,000, will house 50 vaults and 30 cutting rooms.

Already completed plant, representing an investment of approximately $170,000, contains 15 cutting rooms and 22 vaults.

'Lucy' Gets Award

CBS-TV's comedy program, *I Love Lucy*, has been given a Christopher award "for the inspiration and high quality entertainment" it provides "to a vast audience." The Christophers regularly make awards for contributions "with God's help, to improve the world."

IMMEDIATE DELIVERY
RCA TUBES IN STOCK AT ALLIED!



RCA-1850A. Iconoscope—in stock for immediate delivery **RCA-1850A, $540**

RCA-8D21. TV Twin-Power Tetrode—in stock for immediate delivery. **RCA-8D21, $1300**

Our prices and conditions of sale are identical to those of the manufacturer. Look to ALLIED for prompt delivery of *all* RCA Broadcast-type tubes. Let us save you time and trouble.

Refer to your ALLIED 236-page Buying Guide for station equipment and supplies. Get what you want when you want it! Ask to be put on our "Broadcast Bulletin" mailng list.

ALLIED RADIO
Broadcast Division
833 W. Jackson Blvd., Chicago 7,
Call: HAymarket 1-6800

MOVIE FILMS

Wurtzel Releases to TV

ARRANGEMENTS were completed last week between Sol M. Wurtzel, independent Hollywood producer, and Major Attractions Inc., New York, for leasing Mr. Wurtzel's entire group of motion picture films for television use. The transaction included existing pictures and any new productions.

Both parties approved the granting of distribution rights to Unity Television Corp., New York.

Pictures scheduled for release, including some produced in Hollywood as recently as 1949, are: "Dangerous Years," with Marilyn Monroe, Jerome Cowan and Scotty Beckett; "Strange Journey," Paul Kelly and Hillary Brooke; "Rendezvous 24," William Gargan; "Roses Are Red," Jeff Chandler and Peggy Knudsen; "Deadline for Murder," Paul Kelly, Sheila Ryan and Kent Taylor; "Dangerous Millions," Kent Tayor and Donna Drake; "Fighting Back," Jean Rogers and Joe Sawyer, and "Arthur Takes Over," Lois Collier, Skippy Homeier and Jerome Cowan.

In a joint statement, Mr. Wurtzel and Arche Mayers, president of Unity, said:

"This is the forerunner of many new Hollywood films to become available to the TV audiences from Unity. Although we cannot divulge the price involved in this deal, it represents more than six figures."

Commenting upon his entrance into the television field, Mr. Wurtzel remarked:

"There is no basic difference between movie and TV production. The question of costs I regard as a challenge. I believe that the solution of this problem lies in the joint production and mutual participation between the stars and our company. More so, I believe coals can be brought to Newcastle by including in our TV productions new faces, new talents, new skills and new techniques."

The transaction and organizational plans were negotiated by Bertram A. Mayers, attorney for Major Attractions Inc. and I. B. Kornblum, attorney for Sol. M. Wurtzel Productions Inc.

PRINCIPALS in purchase of controlling interest in RKO Radio Pictures Corp. for $7,350,000 meet to consummate deal and discuss long-range plans involving motion picture production for theatrical and TV use. Signing papers is (seated) Ralph E. Stolkin, Chicago industrialist; standing, (l to r) A. L. Koolish, Mr. Stolkin's father-in-law; Sherrill C. Corwin, Southern California theatre owner, Edward G. Burke and Ray Ryan, San Antonio oil men. Mr. Stolkin is president of Empire Industries (mail order house) and vice president of National Video Corp. (cathode ray tube manufacturer) as well as a co-owner, with Messrs. Burke and Corwin, of KOIN-AM-FM Portland, Ore. and KJR Seattle, Wash. New executives plan to produce custom-built films for television and continue output of major motion pictures for theatres [B•T, Oct. 6, Sept. 29, 22].

HIT-AND-RUN VIEWERS

Nielsen Revises Audience Measurement Base

STATISTICS—they're wonderful.

A. C. Nielsen Co. has changed its method of measuring TV audiences from an average minute audience rating figure to a rating that includes only families viewing for six consecutive minutes or more.

The purpose of the change, which was made some years back in Nielsen Radio Audience Measurements, is to eliminate the viewers who tune in a program only momentarily and to count only those people who really want to watch it, according to a Nielsen statistician. He explained that this is a "real measurement," whereas the one-minute average figure is merely a "mathematical abstraction."

Somewhat harder for the non-statistical mind to grasp is that the effect of eliminating the hit-and-run viewers and concentrating on "real" viewers is to increase most ratings, with the increases larger for longer programs than for shorter ones.

Explanation given for this phenomenon, a happy one for both sponsors and station operators, is that if one viewer watched the first seven minutes of a quarter-hour program and then tuned it out, with another viewer tuning in at that moment and watching the program's final eight minutes, an average-minute rating would show one viewer, while the six-minute-or-more rating would report two. Obviously, more people are apt to tune away from half-hour or full-hour shows after six minutes viewing than from 15-minute shows.

And so, by eliminating the tune-through audience and confining themselves to "real" viewers, the Nielsen measurers arrive at the higher ratings which are now reported in the Nielsen "Pocketpiece" along with the old average-minute ratings.

As we said: Statistics—they're wonderful.

KHJ-TV Hollywood will telecast all home baseball games of the Hollywood Stars and Los Angeles Angels in the 1953 season as it did this past season.

WEXLEY SUIT

Ruling Expected in L. A.

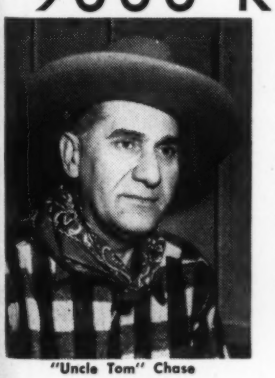
RULING this month on the $20,000 copyright infringement suit brought by playwright John Wexley against KTTV (TV) Hollywood, Screencraft Pictures and Olio Video Productions, is expected to be rendered in Los Angeles by Federal Judge William M. Byrne. The court heard evidence earlier this month.

Suit, filed April 1951, charged KTTV with telecasting a film version of Mr. Wexley's play, "The Last Mile," without his prior knowledge or consent in November 1950. Although KTTV acknowledged telecasting the film, the station denied infringement. Besides damages, Mr. Wexley asks an injunction against further telecasting.

BMI Talks Published

TALKS on TV programming and related subjects totaling 22, transcribed at the three BMI television clinics in New York, Chicago and Hollywood last spring, have been put into book form by BMI and will be available shortly at a pre-publication price of $3.60 (subsequent editions, $6). The 200-page volume includes a foreword by FCC Chariman Paul A. Walker, question-and-answer periods condensed from the clinics, plus informal discussions.

9000 RESPONSES!



"Uncle Tom" Chase

That many entries from all parts of the WOW-TV viewing area were received in a pony contest on "Uncle Tom" Chase's TRAIL TIME program.

That's just one example of WOW-TV's pulling power! Hitch your product to this Western star, or other choice WOW-TV programs.

Call, wire, or phone Fred Ebener, Sales Manager, or John Blair-TV, National Representatives.

WOW-TV
OMAHA

A Meredith Station — Frank P. Fogarty, Gen. Mgr.

FOR SALE

For television micro-wave relay use—one 200 foot "Skyline" double guyed tower complete with required obstruction lighting. Could be used as two separate 200-ft. towers.

Also, four reflecting screens which permit the mounting of micro-wave dishes on ground.

FOR DETAILS, WRITE –

J. M. McDONALD,
Assistant Director of Engineering
Crosley Broadcasting Corporation
Crosley Square, Cincinnati 2, Ohio

CROSLEY'S 'POP' PLAN

'Point-of-Purchase' Drive Is Expanded

MERCHANDISING technique of WLW and WLWT (TV) Cincinnati really is humming, according to latest reports from R. E. Dunville, president, Crosley Broadcasting Corp.

Stations' merchandising plan has been expanded and encompasses more than a thousand supermarkets and nearly 500 drug stores, Mr. Dunville announced last week.

WLW's "Pop (point-of-purchase) Plan" was unveiled to Crosley executives by Mr. Dunville as part of the "Design Impact" audience-and-sales promotion begun Sept. 28.

Forerunner of the new operation was the "Shopper Stopper Plan" which was placed in effect last March for WLWT food advertisers. This plan involves three aisle-end displays in Albers Supermarkets weekly.

Albers' operation area duplicates the Crosley video coverage area, based on WLWT, WLWD (TV) Dayton and WLWC (TV) Columbus.

WLW's "Shopper Stopper Plan" also includes display space in the double-truck Albers display ads Thursday in 19 metropolitan newspapers. The "Shopper Stopper Plan" was a huge success, said Mr. Dunville.

"It verifies our research department's studies on product movement and further emphasizes the transition from clerk service to self service," Mr. Dunville added.

"Advertisers are no longer interested in 'paper hanging' because modern merchandising at the retail level where the major portion of food and drug products is moved no longer permits this," he declared.

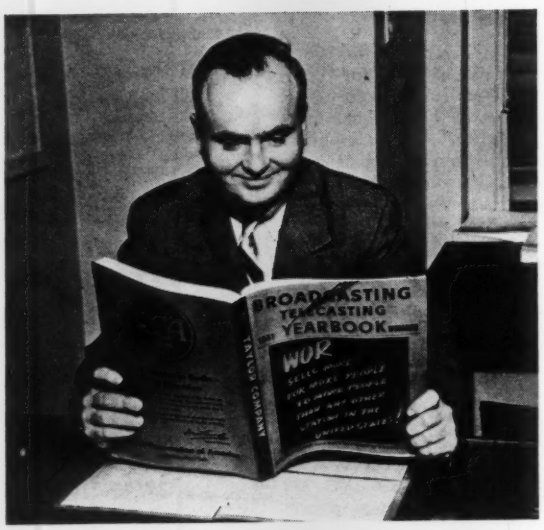
"Thus, we have embarked upon a specific point-of-purchase plan which assures advertisers of product movement."

Mr. Dunville said also that WLW and WLWT were purchasing display space in major markets with an on-the-air tie-up to assure the stations' advertisers traffic displays.

Michelson Sales

CHARLES MICHELSON Inc., New York, radio and television transcription firm, announces it has sold its half-hour mystery shows to 10 radio stations and its *Hopalong Cassidy* series to 10 additional stations. It also announced the sale of its one-minute *Christmas Jingles* spot announcement to E. N. Holmes Ltd., Hilo, Hawaii.

What's he looking at?



Charles Wilds, N. W. Ayer, is looking at a list of radio advertisers . . . *OR, your advertisement in the* BROADCASTING Yearbook.

NPA UNIT CHANGE

Top-Level Realignment

TOP-LEVEL realignment of National Production Authority's Electronics Products Div., claimant group for military electronic requirements, was underway last week.

Transfer of J. R. Sypher Jr., who specialized in military work with NPA, to the staff of the Defense Production Administration was to be announced shortly. Mr. Sypher will serve as aide to Richards Cotton, DPA Electronics Production Board chief. Mr. Cotton also is NPA Electronics Div. head.

Remaining key posts in the NPA electronics division will not be affected. Donald Parris will continue as deputy director under Mr. Cotton. Mr. Parris also will handle allocations and priorities duties. Other staff changes previously indicated involve electronic tube and components sections [B•T, Oct. 13].

These operating sections under Mr. Parris also remain unchanged: equipment (Robert Burton), broadcast and communications (Bernard Joseph), radio-TV receivers (Lee Golder), capacitors and resistors (R. D. Parker), electron tubes (H. G. Butterfield), components (Elmer Crane), and transformers (E. M. Nyhen).

Among those who have returned to private industry is W. F. Anderson, who has rejoined DuMont TV Network after NPA service.

WTTG (TV) SIGNS

26 Programs, Spot Clients

CONTRACTS have been signed by 26 clients for programs and spot campaigns on WTTG (TV) Washington, General Manager Walter Compton has reported. The clients represent eight programs, seven participation buys and a dozen spot campaigns, with Arthur Murray studios represented in both program and spot categories.

Among new clients is General Foods, which will use Washington as a test market for participation sponsorship to promote Post Krinkles on *Children's Hour*. Agency is Dancer-Fitzgerald-Sample.

Merrill Aides

NEWLY appointed FCC Comr. Eugene H. Merrill last week stated that for the present time he plans to retain as office aides Elizabeth L. Dannelly, Mary L. Moose and Isolene Corbett. Miss Dannelly was previously confidential assistant to Comr. Robert F. Jones, whom Comr. Merrill succeeds, while Mrs. Moose was secretary to Comr. Jones. Miss Corbett was Comr. Merrill's secretary at Defense Production Administration.

IRE SYMPOSIUM

Franklin Agenda Set

COMPREHENSIVE practical analyses of high-power uhf broadcast systems and TV broadcast production techniques plus the "inside story" of broadcast coverage of the national political conventions highlight the agenda of a second annual IRE Broadcast Symposium at Franklin Institute in Philadelphia next week. Symposium is under auspices of the IRE Professional Group on Broadcast Transmission Systems.

Among other topics slated for discussion are klystron amplifiers, uhf power tubes, flying spot scanners (optics, circuitry, instrumentation), BBC flying spot scanning system, rear-screen projection and network audio facilities.

From 9 a.m., when registration begins, to 10 p.m. or later, when a windup question and answer session concludes, Lewis Winner, chairman of the IRE group, has provided a program which the announcement describes as "a lively parade of timely-informative discussions of significant import to everyone in the field, the lab, plant and at the transmitter."

Other Talks

Following Mr. Winner's introductory remarks, the morning session will include Alfred Jenkins, Trans-Lux Corp., speaking on "Rear Screen Projection;" G. Edward Hamilton, ABC, "Gray Scale Considerations of a TV System;" R. Paulson, Audio-Video Products Corp., "TV Broadcasting Production Techniques;" R. H. Hammans, BBC, "Flying Spot Telecine Equipment and Its Use at BBC."

Afternoon speakers and their subjects will be: Jesse H. Haines, Allen B. DuMont Labs., "Flying Spot Scanner Optics;" R. E. Graham, Bell Labs, "Flying Spot Scanner Design;" J. W. Wentworth, RCA-Victor, "Flying Spot Scanner Gamma Correction Circuits;" F. J. Bias, General Electric Co., "High-Power Uhf Broadcasting System;" John S. McCullough, Eitel-McCullough, "Klystron Amplifier Operational Characteristics;" Robert E. Manfredi, GE, "Power Tubes for Uhf-TV Service."

At the evening session, A. C. Angus, GE; E. P. Vincent, and John Bourcier, ABC, will discuss "ABC Audio Installations." Participating in a symposium on "Radio-TV Special Event Coverage at Chicago Conventions" will be Orville Sather, CBS; Rodney Chipp, DuMont TV Network; F. A. Wankel, NBC; William Trevarthen, ABC.

"Information Please roundtable sessions will conclude the afternoon and evening meetings. Lunch, cocktails and dinner will be served at the institute. Registration fee is $2; luncheon and dinner charge is $6.

KLIX IS KLICKIN'

programs promotion premiums

GIANT electrical sign promoting WNBC and WNBT (TV) New York, NBC outlets, is expected to begin operations at a site on Times Square about Nov. 15, according to Ted Cott, vice president and general manager of the stations. Thirty feet high letters will spell out "WNBC-WNBT" and a 90-foot-long running sign underneath will give weather and news, information on stations' top shows and personalities and sponsor identification for various advertisers.

'POPCORN PLATOON'

REPRESENTATIVES of WDTV (TV) Pittsburgh, during a telecast of a Pittsburgh Steelers grid game, were sent with popcorn to homes in and around the city for the viewers to enjoy at halftime. Harold C. Lund, WDTV general manager, headed the "popcorn platoon."

'MOTHER GOOSE'

"MOTHER GOOSE" is working for Arthur Murray Dance Studio in Racine, Wis. The manager of the studio told Bob Martin, WRAC Racine station manager, and Mike Starr, commercial manager, that he wanted something different in the manner of spot announcements. Dick Fitzgerald, WRAC copy chief, came up with an answer: He worked a plug for the studio into nursery rhymes.

TV 'MARCH OF TIME'

OPENING on TV the first week in October of Time Inc.'s *March of Time* was heralded by a photo-illustrated folder announcing the weekly show. Folder stated TV *March* is the answer to those who "sorely missed" the pictorial documentary film "when it was withdrawn from the nation's theatres."

'MOST NEW YORK EYES . . .'

WCBS-TV New York has sent scores of 112x40-inch posters throughout Long Island, Westchester County, New Jersey and Connecticut (where more than half of New York's 3,025,000 TV families reportedly live), saying that "most of the time, most New York eyes are on Channel 2."

STAR PROMOTION

TWO-COLOR blotters calling attention to the return of CBS stars have been mailed to 1,000 key advertisers by WGAR Cleveland, CBS affiliate in that city. The blotter side carried the phrase "Reflecting the Best," which was printed in reverse to simulate inked message which had been blotted.

Ink Change at KBIG

SOUTHERN California agency men and clients are receiving surprise bottles of red ink, accompanied by suggestions from KBIG Avalon that it be given to children for school or used to address Christmas cards. It seems that KBIG laid in a vast supply when it started operations in June but it is no longer necessary. The station switched to black ink in August.

SUCCESSFUL ONE-TIMER

NBC-TV Chicago has premiered a unique children's show, *Ding Dong School*, which brought in about 150 telephone calls of approval after an unscheduled half-hour debut as a one-timer. WNBQ is now airing the feature daily from 9:30 to 10 a.m. CT with Dr. Frances R. Horwich, chairman of the department of education at Roosevelt College there, handling the show alone. Dr. Horwich, a specialist in preschool youngsters, speaks directly to the 2- to 5-year-olds on games, puzzles and pictures. *Ding Dong School* is supervised by Judith Waller, director of public affairs and education.

'MONEY AT WORK'

KIDDER, Peabody & Co., member of the New York Stock Exchange, resumed *Your Money at Work* programs over WOR New York yesterday. Shows are aired at 3:30 p.m. Sunday. The series, continued from last spring, features a discussion of a different industry from the investor's viewpoint. The program will be heard via transcription in other cities where it will be sponsored by Kidder, Peabody & Co. or associated mutual fund dealers. Agency is Doremus & Co., N. Y.

BOOST UP LADDER

A NEW feature, *Make Your Break*, begins tomorrow at 7:30 p.m. over WQAM Miami, Fla. The weekly half-hour show is designed to present talent to theatrical agents, producers, radio and TV scouts for that much-needed break into the big time. Combining in the creation and playing the role of m. c. are Leonard Keller and Eve Tellegen, theatre and broadcasting personalities.

FARM SERIES

SERIES of Saturday afternoon programs has been launched by KOIN Portland, Ore., as a service to farmers. *Farm Facts* features Art Kirkham presenting a discussion on a current farm topic with an authority in the field of agriculture. Series was planned in cooperation with a group of experts representing county, state and federal agriculture agencies.

OHIO'S VOTE

CAPITALIZING on the current election fever, George and Marilu Case, husband and wife disc jockey team on WONE Dayton, Ohio, are inviting listeners to send in "their estimate of the total vote to be cast in Ohio on Nov. 4th." Some $2,500 in prizes has been provided by the team's sponsors.

'OPERATION COMBO'

WCCO - AM - TV Minneapolis - St. Paul have combined radio and television staffs for election night and from 6 p.m. to dawn will simulcast election coverage from a special news headquarters set up in the grand ballroom of the Hotel Nicollet. Some 600 civic leaders will be guests of the stations at a banquet in the ballroom, beginning at 6 p.m. Nov. 4. After dining tables have been cleared away, the doors will be opened to the public to watch newsmen in action.

WICC PROMOTION

WICC Bridgeport sends to advertisers and ad agencies a brochure illustrated by drawings of "Bridgeport Mike," the station's symbol. "Bridgeport Mike" points out that the city is the 36th market in the nation and that there is an effective purchasing power of $7,127 per family.

EDITORIALS ON WTMJ-TV

EDITORIALS of the *Milwaukee Journal* form the basis of a new program over WTMJ-TV Milwaukee entitled *The Milwaukee Editorial in Pictures*. New program is telecast Tuesday, 6-6:15 p.m. Editorials deal with local events. Programs are filmed by Cliff Sager Productions, Milwaukee, and are narrated by Paul Skinner, WTMJ-AM-TV. Station reports: "This is believed to be the first time a newspaper has reached into television to expand its editorials. . . ."

'IF I WERE PRESIDENT . . .'

WLWT (TV) Cincinnati reports that its contest, "If I Were President . . ." caused the Cincinnati Public Library to be flooded with phone calls and personal queries concerning U. S. Presidents. Traffic became so heavy that library officials set up a special Presidential section.

It's Happening in NEW HAVEN

ON WNHC

8 spots per day! That's what Signature Loan is using . . . and for over a year! 8

WNHC
NBC RADIO
NEW HAVEN

IF YOU HAVE SOMETHING TO SELL IN NEW HAVEN CHOOSE THE STATION THAT SELLS!
Represented Nationally by The Katz Agency

Key to a $6 Billion Market

WFIL

560 kc.

The Philadelphia Inquirer Station

An ABC Affiliate
First on the Dial
In America's Third Market

Represented by THE KATZ AGENCY

Political Broadcasts Survey

(Continued from page 28)

at a one-time rate. A small percentage of stations had charged a "special" rate.

● Overwhelming majority of stations sell time to three types of applicants — actual candidates, authorized speakers and political party groups. Fewer will sell to "probable" candidates. Some stations refuse to sell political time other than during actual campaigns, preferring to set aside time for groups under certain conditions. Study also explores policy on forum-type programs.

● Transcribed or live "reports to the people" by elected officials pose a problem of real concern to station management. Amount of time given by stations is greater when a campaign is not in progress. Stations believe that reports during a campaign should be considered "highly political."

● Networks have been inclined since the 1948 campaign to accept dramatized political materials, but have reserved the right to refuse broadcasts which appear to be emotional or misleading. Previous codes frowned on such a format. CBS reversed its own policy in 1948 along that line.

● The majority of stations maintain a policy of restricting political expression by news commentators and religious speakers.

Citing the famous Port Huron decision, the study reported that radio-TV networks and stations require submission of political scripts in advance of broadcasts. Some outlets desire to edit copy to the extent allowed by the law. In a large southern city, applicants for political time are asked to sign a memorandum of agreement "in order that public interest be served and to safeguard the station licensee from liability from slanderous or libelous words."

The survey notes that while Sec. 315 of the Communications Act provides licensees with "no power of censorship," many stations maintain that other provisions of the Act require them to eliminate all obscene, indecent, profane or treasonable language. Broadcasters are not forbidden to examine scripts and recommend certain changes. About half of fulltime network radio stations and TV outlets have requested candidates to revise their scripts, the past four years, it was reported. For the most part, broadcasters have been successful in getting changes. Percentage was higher for candidates than non-candidates.

According to Mr. Mall's findings, some stations have been forced to "censor" talks, though this question was not put directly to them. He quoted one midwestern station manager: "In effect, you're asking me if I'll censor a political broadcast. You bet I will. I would rather risk the wrath of the Commission and wrangle over the issue with them than face a lawsuit in our state courts."

When speakers refuse to change their scripts, many stations will carry the broadcast in its original form. The study cites the case of KIDO Boise, Ida., which carried a broadcast against its better judgment and found itself involved in a $100,000 libel suit.

Protective Measures

Faced with such a dilemma, stations can seek protection by carrying libel insurance, obtaining indemnity-waivers from speakers, taking out a bond, using disclaimers or employing retractions, according to the survey.

Networks and their affiliates usually obtain indemnity-waivers. But where speakers commit violations and are financially "irresponsible," the indemnity-waiver is not foolproof. Stations make heavy use of disclaimers, the study noted. Some 36.3% of TV and 22.2% of radio stations surveyed carry political liability insurance, it was estimated.

Retractions also can be used to mitigate damages recoverable for defamation. A few states have statutes providing specifically for retractions.

Political broadcasts pose a special problem for network affiliates as reported in a special article, "How to Stay Out of Jail" [B•T, Nov. 19, 1951], cited by Mr. Mall. He noted that the local outlet "takes on the problems of the network and adds them to his own." Problems include equal time-to-reply demands and libel. Affiliates are equally responsible along with networks on the latter.

● The majority of radio-TV stations surveyed "will not allow Communist candidates time for political broadcasts. Not many will even sell such time, but prefer to keep [them] off the air completely." (See Table IV.)

The survey found, in answer to a direct question, that some stations believe public opinion would sustain their position in refusing to grant the party time. The survey notes that where the party is legally on the ballot in certain states broadcasters must offer equal time—a point made in the political catechism published by NARTB [B•T, Aug. 18].

The "refusal" of time extends to Communist candidates, party representatives, "a person suspected of being a Communist," and organizations believed to be Communist-fronts.

There is no issue involved here in this Presidential campaign year, it should be noted, since the Communist party has not been particularly active. Even in the case of the Socialist Workers of America and Progressive party, however, broadcasters have provided equal time for their candidates, even though stations had indicated a policy (in the survey) of refusing time to organizations which are suspected of "red" leanings.

Some stations look at the issue as a commercial proposition, the study said, while others claim they have no choice under FCC rules—providing the party is legally recognized in the state.

A number of broadcasters felt they had no right to sit in on judgment on Communist or suspected Communist speakers and that their responsibility ended with presentation of all issues.

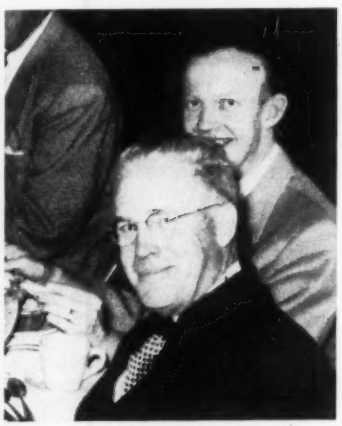
In conclusion, Mr. Mall suggests the FCC survey the field and assemble rules after calling for a report on political broadcasting activities from all stations. He recommends a voluntary code be pressed into use for the 1954 elections and modified for the 1956 campaign as needed.

Mr. Mall further suggests that the Commission should review program content and allow broadcasters to seek opinions on questionable cases before broadcasts are actually carried.

Mr. Mall's approach would be to make the broadcaster responsible for all political utterances over the air "while giving him full power to control the content of all materials so broadcast." This approach thus would subject stations to state laws.

This is the tack taken in a bill authored in the 82d Congress by Rep. Joseph P. O'Hara (R-Minn.). A second method would be to free broadcasters from state libel laws as advocated by Rep. Walt Horan (R-Wash.). His amendment was offered to the McFarland Bill but rejected in floor debate.

APPRECIATION dinner for executives of the Fargo division of Standard Oil Co. was given by KFYR Bismarck as the firm began its eighth year of radio sponsorship. Above is Division Manager A. H. Worrell in an informal pose. Below in foreground is KFYR Manager F. E. Fitzsimonds and just behind him, is veteran newscaster Chuck Schoregge. Mr. Schoregge has handled the 10 p.m., Monday through Friday, newscast for all of the eight years Standard has been on the station.



KGW

THE People's Choice* IN PORTLAND, OREGON

1,246,540 active, young-minded Westerners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of Southwestern Washington.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

JOS. WEED & CO.,

350 Madison Ave., New York,

Know About the

5000 WATT TRANSMITTER

Now in Use at

CHNS

HALIFAX NOVA SCOTIA

The Maritimes

BUSIEST

Commercial Station

WBRN-WCEN

Williams Plea Denied

PETITION asking revocation of the construction permit of WBRN Big Rapids, Mich., because of alleged overlap with commonly-owned WCEN Mt. Pleasant, Mich., was denied by FCC last week on the ground that the petitioner, Nathan Williams, consulting engineer of Oshkosh, Wis., is not a "party in interest." WBRN and WCEN are owned by Paul A. Brandt.

Mr. Williams charged that 29% of the rural area and 24.9% of the population living within the primary contour of WBRN is also within the primary contour of WCEN [B•T, Sept. 29]. He contended this violates the FCC duopoly ban. FCC's order denying the petition stated Mr. Williams has failed to state "what his interest is, if any, in the matter and has not attempted to make any showing of injury."

Jack Rubin

FUNERAL services were held in Hollywood Oct. 12 for Jack Rubin, 42, radio-TV writer, who died two days earlier after a heart attack. He wrote for the radio shows *Hallmark Playhouse*, *Screen Guild Players* and *Andy Hardy* among others and before his death completed the script for "The Gentle Years," to be included in the *Ethel Barrymore Theatre* TV series. He is survived by his wife, a son and a daughter.

Cioffi Wounded

CBS RADIO news correspondent Louis Cioffi suffered a leg wound while interviewing American soldiers on the Korean front last week. Mr. Cioffi was the first American correspondent hit by enemy fire in more than a year. He is convalescing in Seoul and is expected to be back on the air shortly, according to CBS Radio officials in New York.

NEW MEDIA EQUALITY

Brookings Gives Radio-TV Better Treatment

A MINOR revolution involving reorientation of public relations policy toward broadcast media has begun at The Brookings Institution, a privately-endowed research organization which dabbles in the social sciences.

The public service agency, which touches the Rockfeller and Carnegie foundations, among others, for not inconsiderable grants of money, is taking a less medieval view of its relations with radio and television.

The institution had snubbed radio-TV last August in releasing its publication, *Health Resources in the United States*, on which both MBS and NBC-TV were denied equal treatment with the press [CLOSED CIRCUIT, Aug. 18].

Brookings' newest work, *Major Problems in United States Foreign Relations*, has been released to broadcasters and other media newsmen in Washington, D. C., under a new limited distribution policy. Implied in the new concept, too, is the possibility that handling of the agency's future publications may be "farmed out" to a public relations firm. Even news conferences are being discussed.

The institution publishes about a dozen books a year, claiming influence through press releases, the sale and distribution of the printed volumes, special articles and addresses, and "radio, movie, and television programs." The releases are carried by AP, UP, INS and local newspapers, the institution explains.

Last Aug. 11, the philanthropic organization, which maintains no public relations department and maintains a dim view of other than the pencil reporting school of journalism, released its *Health Resources in the United States*.

Without fanfare—and perhaps without malice—the institution released the study to the wire services and newspapers. On the other hand, it flatly rejected bids by MBS and NBC-TV to bring the report to the American listening and viewing public. It made no routine effort, even, to send the releases to radiomen.

It was learned that Les Higbe, MBS Washington commentator, sought to have a Brookings representative explain highlights of the report in laymen's language. He attempted to record a two-minute report for inclusion in the *Mutual Newsreel*. An NBC-TV representative in New York also sought the technical assistance of officials to film segments. He, too, was unsuccessful, it was reported.

Radio-TV newsmen confide that lack of procedure is typical of such organizations—the National Geographic Society and others. Brookings claims that its publications yield annual revenues ranging from $60,000 to $100,000 "in this most important means of affecting opinion in responsible quarters." The institution has made no attempt to popularize its findings in book form, nor to set up a public relations department as such, let alone a radio-TV division. Robert D. Calkins, the second president of the Brookings Institution, was inaugurated on May 19, 1952, succeeding Harold G. Moulton, who retired. The possibility of appointing a public relations specialist—to deal with government as well as media—was under study to bolster a claim of "30 years of achievement."

NAEB CONVENTION

Walker Heads Speakers

FCC Chairman Paul A. Walker and Sen. Hubert Humphrey (D-Minn.) head a list of guest speakers to appear before the National Assn. of Educational Broadcasters 1952 convention in Minneapolis, Nov. 6-8.

Major topics to be aired at the convention include getting into educational TV; educational radio's survival, and the small school station.

Moffet to Silliman

JOHN A. MOFFET, formerly with Russell P. May and William L. Foss Inc., has joined the consulting radio-TV engineering firm of Robert M. Silliman, Washington. Announcement of the association was made by Mr. Silliman last week.

GOVERNMENT of Yugoslavia has ordered a 100 kw radio transmitter from Westinghouse Electric International Co. The transmitter is similar to a 50 kw unit ordered by the same nation in 1951.

CANADIAN RATINGS

U. S. Shows Lead Top 10

TWO Canadian programs are among the first 10 evening network shows rated most popular in Canada during September by Elliott-Haynes Ltd., Toronto. Leading are *Radio Theatre* with a rating of 18.1, followed by *Twenty Questions*, 16.4; *Mario Lanza*, 13.7; *Doris Day*, 12.9; *Great Gildersleeve*, 12.8; *Treasure Trail*, 11.7 (Canadian); *Club 15*, 10.4; *Father Knows Best*, 9.9; *John & Judy*, 9.7 (Canadian), and *Championship Fights*, 9.

Five leading daytime programs were *Ma Perkins*, 14.9; *Big Sister*, 14.6; *Pepper Young's Family*, 14.1; *Road of Life*, 13.6, and *Right to Happiness* 13.5.

Five leading French-language evening shows were *Un Homme et Son Peche*, 30.7; *Metropole*, 25; *La Pause qui Rafraichait*, 17.6; *Jouez Double*, 17.3, and *Chanson de l'Escadrille*, 17.2. Five leading French-language daytime shows were *Jeunesse Doree*, 27.1; *Rue Principale*, 26.8; *Les Joyeux Troubadours*, 21.2; *Grande Soeur*, 19.2, and *Tante Lucie*, 19.6.

WSB Approves Increase

WAGE Stabilization Board has approved 15% weekly wage increase contract, agreed upon by CBS Hollywood and Publicists Guild last April [B•T, May 5]. Contract, affecting 13 members, raises starting salary from $77 to $86.50 for 40-hour five-day week and is retroactive to January 1. Fringe benefits hitherto had been approved.

THE LATEST WCKY STORY

SELL YOUR PRODUCT TO THE SOUTH

On WCKY's JAMBOREE, the program with a National Reputation as the "SELLINGEST" Program on the Air.

BUY the WCKY JAMBOREE and SELL the SOUTH with a *Selling Power of 50 Grand in Watts*

WCKY CINCINNATI

30 Years of Fitting a Medium to a Market

WSYRACUSE NBC AFFILIATE

Covers ALL of the Rich Central N.Y. Market

Write, Wire, Phone or Ask Headley-Reed

upcoming

Oct. 20-22: IRE-RTMA Annual Meeting, Hotel Syracuse, Syracuse, N. Y.

Oct. 20-23: Financial Public Relations Assn. annual convention, Coronado, Calif.

Oct. 28-29: AAAA Eastern Conference (New York, New England & Atlantic Councils) fall regional convention, Roosevelt Hotel, New York.

Nov. 3-4: Central Canada Broadcasters Assn. Annual Meeting, Royal York Hotel, Toronto, Ont.

Nov. 6-7: NARTB Radio Standards of Practice Committee, NARTB Hdqrs., Washington.

Nov. 6-8: National Assn. of Educational Broadcasters 1952 Convention, Minneapolis, Minn.

Nov. 6-8: Sixth annual Southern Industrial Editors Institute, U. of Georgia, Athens, Ga.

Nov. 6-8: CBC Board of Governors meeting, Ottawa, Ont.

Nov. 7-8: Michigan Assn. of Broadcasters, Annual Convention, Fort Shelby Hotel, Detroit.

Nov. 9-16: National Radio & Television Week.

Nov. 11: National Conference of Christians and Jews awards luncheon, Washington.

Nov. 17-18: NARTB Copyright Committee, NARTB Hdqrs., Washington.

Nov. 19-22: Sigma Delta Chi, National convention, Denver.

Nov. 20-21: NARTB Insurance Committee, NARTB Hdqrs., Washington.

Dec. 1-3: National Assn. of Radio News Directors convention, Cleveland.

Dec. 3: NARTB full Board of Directors, Washington, D. C.

Dec. 4: NARTB Radio Board of Directors, Washington, D. C.

Dec. 5-6: Educational TV conference, Indiana U., Bloomington, Indiana.

Dec. 8-9: NARTB TV Board, Cat Cay, Bahamas.

Dec. 27-29: American Marketing Assn., conference, Palmer House, Chicago.

Feb. 5-7, 1953: Southwestern I.R.E. Conference & Electronics Show, Plaza Hotel, San Antonio.

April 18: Seventh Annual Spring Technical Conference, Cincinnati.

April 29-May 2, 1953: NARTB Convention, Biltmore Hotel, Los Angeles.

ADVERTISING Yearbook will be published in January by the Chicago Federated Adv. Club. Book will include listings of CFAC members as well as those in 19 affiliated advertising groups, background information on each group and editorials by professionals on various phases of the industry.

WNBQ PROMOTION
Open House for Executives

MORE than 300 top-level client, prospective client and agency executives were invited Wednesday by WNBQ (TV), NBC m & o outlet in Chicago, to an open house at its Merchandise Mart headquarters Oct. 29 and 30 [B•T, Oct. 13]. The TV promotion, unique among larger stations, may serve as a pilot operation to be followed later by others in the network's chain.

Management from manufacturing companies and advertising agencies, along with timebuyers, will be able to see the entire operations plan of the video station.

Agenda has been divided into four major activities: (1) demonstration of live programming; (2) film department demonstrations; (3) a continuous exhibition of the station's original live station-break policy, and (4) complete tours of all TV facilities. Harry C. Kopf, Central Div. vice president and manager of WMAQ (AM) and WNBQ (TV), will be host, assisted by George Heinemann, TV program manager.

CBFT (TV) Rate Increase

WITHIN two months of starting telecasts on CBFT (TV) Montreal, Canadian Broadcasting Corp. has announced effective Nov. 1, rate increases on the station, from $500 an hour to $750 an hour, and other time segments proportionately. There are estimated to be about 7,500 receivers in the Montreal area, compared to only a few thousand when the station went on the air Sept. 6.

More 'Freedom' Sales

SALES of *Freedom, U.S.A.*, new Frederic W. Ziv Co. transcribed radio program, has reached more than 550, Alvin E. Unger, Ziv radio sales vice president, announced last week. Latest purchaser is the Farmers Insurance Co. for showing over WCCO Minneapolis, KGW Portland, Ore., KEYS Corpus Christi, KFAB Omaha and WOAI San Antonio.

KAB SESSIONS
Hardesty Hits Time Grabs

"FREE time grabs" in the guise of publicity handouts from advertisers and trade groups are depriving radio stations of millions of dollars in revenue each year, the Kentucky Assn. of Broadcasters was told last week at its seventh annual fall meeting in Ashland, Ky. About 100 KAB members attended.

This condition was cited in a luncheon address last Monday by John F. Hardesty, director of local promotion for BAB. Sales and program clinics dominated the Monday-Tuesday meeting, held at the Henry Clay Hotel, with J. W. Betts, WFTM Maysville, Ky., presiding as retiring KAB president. Mr. Hardesty also took part in the sales clinic.

Mr. Hardesty urged management to personally scan all incoming releases of questionable news value. He cited transcribed announcements and five-minute interviews as the "most deadly weapons in the arsenal of the 'free time' boys."

Attention of KAB delegates also was referred by Mr. Hardesty to chain store managers who refuse daily to acknowledge stations as an advertising medium but who, when named to civic groups, turn to broadcasters for public service time.

Paul G. Blazer, board chairman of Ashland Oil & Refining Co., told members the greater part of a $1 million ad budget this year would go to radio.

Joe Eaton, WKLO Louisville, was elected president for 1953. Other officers named were Mike Layman, WSFC Somerset, first vice president; Sam Livingston, WKYB Paducah, second vice president; Hugh Potter, re-elected secretary-treasurer. Georgia Bates, WLBJ Bowling Green, was elected honorary secretary-treasurer.

KULA SNARES THIEF
'Advertiser' Traps Self

ADVERTISING does pay and the exception which proves the rule turned up on KULA Honolulu.

Jack Irvine, KULA account executive, sold a program series entitled *Best Buys* to the Piggly Wiggly chain of stores. The series offers free broadcasts of listeners' ads on items they want to buy, sell or exchange.

In preparation for the first show, one store manager turned over to the station several items which had been tacked on the store bulletin board.

An alert policeman happened to be listening and recognized the description of a camera which had been stolen. The ad even contained the name and address of the person having possession of the camera.

The thief hadn't counted on the bulletin board advertising being multiplied by the power of radio.

PRIVACY RIGHTS
Attorney Warns of Pitfalls

PRIVACY is the right to be let alone, the right not to have one's personality used for entertainment or advertising purposes without his written consent, Samuel Spring, attorney and author of "Rights & Risks," said Wednesday in a talk before the National Television Film Council luncheon in New York.

Mr. Spring warned his audience against taking chances of being sued for invasion of privacy, urging them to get clearances in writing where they can and to consult their attorneys where there is any doubt. With the growth of television, many cases of alleged invasion of privacy are certain to come to court, he said, with the outcome of the cases much less certain because of the difficulty of determining when a TV camera pickup of an individual is news reporting, which is permissible without consent, or when it is entertainment, which is not. Even if the pickup is clearly reporting, such as a camera pan of a crowd at a sporting event, it might become entertainment and an invasion of privacy if the camera were to linger unduly on an individual whose dress or action might make him of more than passing interest.

Mr. Spring cited cases, to illustrate the lack of precise definitions and the uncertainty as to how any particular case may be decided. He concluded with another warning to consult a competent attorney whenever there is any doubt as to whether invasion of privacy is involved.

Church of God Release

CHURCH of God is releasing by transcription the program, *Christian Brotherhood Hour*, to 175 stations in 38 states and several foreign nations. Program, which started in 1947, features Dr. W. Dale Oldham as radio minister and is produced under direction of a radio commission headed by Dr. Adam W. Miller, with Wesley Neal, program director.

FIRST — IN NEWS
— IN SPORTS
— IN MUSIC

ASK TO SEE THE APRIL 1952 HOOPER

•

SEE RAMBEAU
NEW YORK—CHICAGO—
LOS ANGELES

IMPACT RADIO SALES—DETROIT

•

5000 WATTS DAY
1000 WATTS NITE

LANSING, MICHIGAN

GREENVILLE is
SOUTH CAROLINA'S LARGEST
METROPOLITAN AREA . . .

In RETAIL SALES

GREENVILLE $167,610,000

Columbia 146,483,000

Charleston 135,000,000

Sales Management 1952

MAKE IT YOURS WITH
WFBC 5000 WATTS
The News-Piedmont Station, Greenville, S. C.

NBC affiliate for the
Greenville-Anderson-
Spartanburg Markets
Represented by Avery-Knodel

CANADIAN SETS

TV Sales Jump in August

SALES OF TV receivers jumped in August in eastern Canada with advent of first two Canadian TV stations at Montreal and Toronto, according to a report of the Radio-Television Mfrs. Assn., Toronto. Sales in August were 12,799 sets valued at $5,683,208, compared with 7,492 sets valued at $3,398,944 in July. Prior to July, monthly sales had been averaging about 5,000 sets.

In the first eight months of 1952 a total of 50,968 TV receivers worth $23,387,009 were shipped by manufacturers. This compares with 21,357 sets valued at $11,678,062 in the same period in 1951. At the end of August, about 39% of all TV sets marketed in Canada since TV set manufacturing started have been sold in the Toronto-Hamilton area, about 31% in the Windsor area, opposite Detroit, 16% in the Niagara Falls area, close to Buffalo, and 9% in Montreal. Remainder was sold mostly in Vancouver area.

RIAS Jammed

TRANSMITTER power of RIAS, U. S.-operated radio station in West Berlin, will be stepped up to help counteract Soviet jamming, it has been reported. Walter Donnelly, U. S. High Commissioner in Bonn, Germany, disclosed the Russians are jamming German-language programs to East Germany. He told the Foreign Press Assn. that RIAS (Radio in American Sector) broadcasts were jammed because of the effect they have had on Iron Curtain listeners. RIAS is used along with the Voice of America to spread the U. S. "Campaign of Truth."

MAB Convention

MICHIGAN Assn. of Broadcasters will hold its annual convention Nov. 7-8 at Detroit's Fort Shelby Hotel, D. E. Jayne, general manager, WELL-AM-FM Battle Creek, and MAB president, announced last week.

CONGRATULATIONS are in order for a station personality as Westinghouse Electric Corp. observes third anniversary of its sponsorship of *You Can Be Sure* on KMOX St. Louis. Surprise party was given Sept. 25 for Curt Ray (seated, l), who conducts program. L to r: (standing) John Cox Jr., Westinghouse manager, and Bob Hyland, KMOX assistant manager; seated, Mr. Ray; Vera Wagner of Westinghouse, and Gene Wilkey, KMOX manager.

BENTON LIKES TV

And Hopes Viewers Like Him Nov. 4

SEN. William Benton (D-Conn.), candidate for re-election to the U. S. Senate, will stick to two type programs in his radio-TV campaigning—the sidewalk interview and the question-and-answer format—if he adheres to the suggestions of his Connecticut TV audience.

The Senator fortnight ago reported results of a contest designed to elicit comments on campaigning techniques and he simultaneously began a TV series incorporating those suggestions. The letters were in response to his experiment on WNHC-TV New Haven last month when he used six different program approaches [B•T, Oct. 6, Sept. 29].

The Connecticut Democrat also announced contest winners named by a panel of three judges, including Robert K. Richards, assistant to the president of NARTB. Contest was based on the Senator's contention that video will revolutionize campaigning.

The question-and-answer format is patterned after NBC-TV's *Youth Wants to Know*. After the program, he submits himself to queries from a panel of constituents from all walks of life. Sidewalk interviews feature the Senator in real-life meetings with his constituents.

The Senator launched two 30-minute programs two weeks ago. They were increased to three last week. Additionally, a 14-minute film, "Bill Benton, Fighting Senator," is to be shown on television six or eight times.

Sen. Benton's recent seven-hour radio-TV talkathon evoked mixed comment, with objectors scoring repetitious questions. Reaction to a *Meet the Press* format also was varied. Some favored the incisive questions put by the reporters; others claimed newspapermen did not typify the average citizen.

Among concrete suggestions put to Sen. Benton: "Don't ever use Howdy Doody's time on TV"; "We want serious programs without any gimmicks"; "Give us the old-fashioned, down-to-earth straight political speech."

Some letters offering subject matter urged the Senator to speak on ways and means of making the Voice of America more effective overseas.

WTOC Is Host

WTOC Savannah, Ga., was host last fortnight to civic officials at a showing of the CBS Radio documentary film, "More Than Meets the Eye." Ben Williams, WTOC sales manager, presided.

RADIO HOMES

Canadian Listing Released

COMPLETE 1952 listing of radio homes in Canada has been released in pamphlet form by the Bureau of Broadcast Measurement, Toronto. It lists all radio homes by provinces, metropolitan areas, county and census divisions. This year for the first time BBM city areas are designated. They show each city with satellite communities which are included in the metropolitan coverage areas. There is also a list of all Canadian broadcasting stations as of August, 1952.

Total number of radio homes in Canada, estimated as of Jan. 1, 1952, is given by BBM as 3,454,000, or 94.4% of all Canadian households. By provinces, radio homes are 1,220,000 in Ontario; 869,000, Quebec; 348,000, British Columbia; 252,000, Alberta; 226,000, Saskatchewan; 198,000, Manitoba; 148,000, Nova Scotia; 112,000, New Brunswick; 61,000, Newfoundland, and 20,000, Prince Edward Island.

Willson Appointed

KENNETH B. WILLSON, executive vice president of National Better Business Bureau, has been elected president, succeeding the late Edward L. Greene. Allan E. Backman, a vice president of the Bureau, assumes Mr. Willson's former post.

...and for AM, FM and TV it's Marconi!

The ingredients are blended to perfection! You'll be first with the latest equipment, first in performance, first to receive the benefit of the latest technical advances, because Marconi are specialists in broadcasting equipment.

OPERATION — Marconi can bring a wealth of experience to your broadcasting problems because Marconi owns and operates one of the *first* radio stations in North America.

CONSULTING SERVICE—Marconi can help you with engineering plans and surveys because Marconi has more experience in these fields than anyone else in Canada.

EQUIPMENT — Everything from microphone to antenna, designed, installed, adjusted and guaranteed ... that's the *experienced* Marconi service.

Marconi

the greatest name in radio and television

CANADIAN MARCONI COMPANY

Established 1902

Vancouver • Winnipeg • Toronto
Montreal • Halifax • St. John's

CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas in TOPEKA

Film Report

(Continued from page 80)

tribution of the guild sports library, group of 30-second film clips of 400 sports personalities, to an initial 19 TV stations. Total of 768,540 feet of film prints has been ordered from Mercury Film Lab. Inc., New York, based on a 52-station subscriber estimate, according to guild president, **Reub Kaufman.** Contracts include unlimited use and receipt of 10 additional film clips per month [B•T, July 14].

Distribution rights to *Guild Film Library* have been acquired by Guild Films, following contract signing by Mr. Kaufman and partners, **Robert L. Lippert, Jr.,** and **Holbrook N. Todd.** New library, is reduced to 16mm.

* * *

Jamieson TV Productions, Dallas, announces the availability of a new quarter hour children's series, *Betsy and the Magic Key.*

* * *

Association Films Inc., TV film producers and distributors, offering special Fire Prevention Week film this week to TV stations. Titled *Crusaders Against Fire,* 20-min., 16mm sound film is presented by **National Automatic Sprinkler & Fire Control Assn.**

* * *

Peerless Television Productions, N. Y., is offering full-length feature film, "March of the Wooden Soldiers," on exclusive basis to one TV station in each market for Thanksgiving or Christmas period.

* * *

Library Films, N. Y., film producers, is releasing to TV stations new one-reel film, "Born Equal," produced in collaboration with UNESCO for use in connection with United Nations Day, Oct. 24.

* * *

Association Films Inc., New York, offering a free 15-minute film, "Buttons Through the Years," giving Paris fashion hints and information on the history and creation of buttons.

* * *

Association Films Inc., New York, offering TV stations free, 22-minute film, "Let's Talk Turkey," giving suggestions on how to prepare bird for Thanksgiving.

Distribution . . .

Guild Films Inc., New York, has acquired distribution rights to *Call the Play,* quarter-hour live and film action sports TV quiz program. The series will ultimately consist of 152 programs to cover three years of weekly programming. Delivery of the first 13 shows will be made this week.

* * *

Pictorial Films Inc., New York, has acquired distribution rights (excluding the British Isles) for 18 color puppetoons produced by Toy Town Producers in England, and Western Hemisphere rights to five color cartoons produced by British Animated Films.

Production . . .

Lever Bros., New York, has again signed **Gross-Krasne Inc.,** Culver City, to produce an additional 52 half-hour films for CBS-TV *Big Town,* upon completion of the production firm's current contract for the initial 26 programs. The contract reportedly involves $1,196,000.

* * *

Ziv TV Programs Inc., Hollywood, has started filming half-hour TV version of its syndicated radio package, *Favorite Story.*

* * *

Filmcraft Productions, Hollywood, has started filming *It's a Small World,* audience participation series of 39 half-hour TV programs, which is jointly owned by the firm and **Al Gannaway,** series' star.

* * *

Mutual Television Productions, Hollywood, now filming *Jack London Theatre* series, is completing the third half-hour TV film in Mexico City. Written by **Aben Kandel** and **Herb Kline,** and directed by the latter, the proposed 26 programs also will be filmed in Alaska and the U. S.

* * *

Revue Productions, unit headquartered at Motion Picture Center Studios, Hollywood, has started on the pilot film in *America's Finest,* a half-hour TV series.

* * *

Screen Gems Inc., Hollywood, has completed "The Studebaker Story" for **Studebaker Corp.,** South Bend. Filmed in color for TV and theatrical release, the half-hour film depicts the 100-year history of the manufacturer and stars **Russell Hicks** and **Donald Woods. Jules Bricken** is producer.

Random Shots . . .

Lucille Ball and **Desi Arnaz,** stars of CBS-TV *I Love Lucy,* have formed **Desilu Inc.** for merchandising purposes. **Edward Hamilton,** merchandise consultant, in charge to deal with manufacturers.

* * *

Sarra Inc., New York, TV film commercials producers, appoints **David O. Alber Assoc. Inc.,** that city, as public relations agents.

* * *

Screen Gems TV Dept. has moved from 729 Seventh Ave., New York, to quarters at 233 W. 49th St.

* * *

Bing Crosby Enterprises, Culver City, Calif., has moved to Hal Roach Studios and goes into production this week on the next series of half-hour films in *Rebound* for **Packard Motor Car Co. Harve Foster** is the producer - director. Also headquartered for the past year at RKO Pathe Studios, executive and story departments moved to 9028 Sunset Blvd., Hollywood.

* * *

Thomas J. Corradine & Assoc., Hollywood, has been named west coast film sales representative for **DuMont Television Network.** Mr. Corradine will purchase new video film product and distribute already acquired properties.

* * *

Johnny Maschio, head of **Artists Ltd.,** Hollywood talent agency, has acquired TV film rights to the comic strip, "Casey Ruggles," from **United Features Syndicate.**

* * *

Inexpensive method of testing film commercials was claimed last week by **American Film Producers,** New York, which announced the delivery of its first six TV test films to Calkins & Holden, Carlock, McClinton & Smith, New York. **Bob Gross** of American Film said the cost of each one-minute spot announcement was $233.33 as compared with the standard price of $2,000 to $10,000. The films do not go on the air but will be seen by a test audience.

* * *

Reduction in price of the *Old American Barn Dance* film series by as much as 20% in some markets was announced last week by Kling-United Studios, Chicago, producers, and United Television Programs Inc., Chicago, distributors.

* * *

PSI-TV Inc., New York., TV film producer and distributor, has opened a branch office at 246 Stuart Street, Boston, under the direction of **Edward Ruff** and **Irving M. Farber.**

* * *

Dougfair Corp. has acquired exclusive exclusive rights to more than 2 million feet of film from **The American Museum of Natural History,** New York. The film, covering 30 years of world expeditions, will be edited and released to TV, theatres and schools.

* * *

Telenews Productions Inc. released to TV stations last week a special edition of *Telenews Daily* containing what was said to be the first direct statement made to the American public by **Gen. Mohammed Naguib,** prime minister of Egypt.

Film People . . .

Oliver Unger, executive vice president, **Snader Telescription Sales** and headquartered in New York, has resigned to set up his own TV film distribution firm. He continues on **Snader Telescriptions Corp.** board of directors.

* * *

Al Joyce, producer on KNBH (TV) Hollywood *Your Big Moment,* to **Gross-Krasne Inc.,** Culver City, to handle publicity for CBS-TV's *Big Town.*

* * *

Pat Kane, production staff of **Lewis & Clark Inc.,** Chicago, producers of filmed TV shows, has been named supervising producer of a new show, *Nothing but the Truth,* a five-minute continuing series, starring **Alexander McQueen.**

* * *

Norman Retchin, assistant to **Jacques Braunstein,** executive producer of **Screen Televideo Productions,** Hollywood, adds duties as story editor.

* * *

William Sands, film division of NBC-TV Hollywood, joins production department of **Filmcraft Productions,** that city.

* * *

Danny Cahn, film editor for **Desilu Productions,** Hollywood, on CBS-TV's *I Love Lucy,* won the American Cinema Editors quarterly award for TV film editing.

WBTV (TV) CLINIC

Larger Program Planned

PLANS were underway last week for a WBTV (TV) Charlotte TV Clinic, postponed once [B•T, Oct. 13] after industry reaction indicated a more ambitious clinic would be justified.

Originally, the clinic was scheduled for Oct. 22-23 [B•T, Oct. 6]. After the industry greeted the announcement with widespread enthusiasm, it was decided to set back the clinic until Dec. 3-4. Some 150 to 200 persons are expected.

WARD gets renewals
because
WARD gets results!

1st RATINGS RESULTS RENEWALS

WARD

CBS RADIO NETWORK

WEED & CO., Representative

2nd MARKET IN WESTERN PENNSYLVANIA

FCC actions

OCTOBER 9 THROUGH OCTOBER 16

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 95.

October 9 Applications . . .

ACCEPTED FOR FILING

AM—1490 kc

WPID Piedmont, Ala. — Mod. CP, which authorized new AM, to change from 1280 kc, 1 kw-D to 1490 kc, 250 w unl. AMENDED to change type trans.

Extension of Completion Date

KPPC Pasadena, Calif—Mod. CP, as mod., which authorized installation of new trans., for extension of completion date.

KWSK Pratt, Kan. — Mod. CP, as mod., which authorized new AM, for extension of completion date.

WJJL Niagara Falls, N. Y.—Mod. CP, as mod., which authorized change in trans. location and installation of vertical ant., for extension of completion date.

KCAR Clarksville, Tex.—Mod. CP, which authorized new AM, for extension of completion date.

WTIC Hartford, Conn.—Mod. CP, as mod., which authorized installation of new aux. trans., for extension of completion date.

Change Transmitter Location

WSLM Salem, Ind.—Mod. CP, as mod., which authorized new AM, to change trans. and main studio location. AMENDED to change trans. type.

KXLX Great Falls, Mont.—CP to change trans. and studio location from Park Hotel, Park Dr. & Central Ave., Great Falls, to intersection of Smelter Ave. and U. S. Rt. 87 by-pass, Great Falls.

WKVB Richmond, Ind.—CP to change trans. and studio location from 25 S. 9th St., to back of Midget Speedway, N. side of U. S. 40 W. of Richmond.

License for CP

WARM Scranton, Pa.—License for CP, as mod., which authorized change in frequency, power increase installation of new trans. and DA-DN.

WIMS-FM Michigan City, Ind.—License for CP to make changes in licensed FM.

KXEL-FM Waterloo, Iowa—License for CP, as mod., which authorized changes in licensed FM.

WVOP Vidalia, Ga.—License for CP, which authorized change in frequency, increase in power, change in hours of operation, installation of new trans. and change in ant. system.

Change ERP

WICA-FM Ashtabula, Ohio — Mod. license to change ERP from 52 kw to 40 kw.

Increase Antenna Height

KOLN Lincoln, Neb.—CP to increase ant. tower height and add TV transmitting ant. at top and specify correct site coordinates.

Change Transmitter Type

WKAQ San Juan, P. R.—Mod. CP, which authorized change in aux. trans. location and installation of new aux. trans., to change trans. type.

WGSW Greenwood, S. C.—Mod. CP, which authorized new AM, to change type trans.

Modification of CP

KSEN Richfield, Utah — Mod. CP, which authorized new AM, for approval of ant., trans. and studio location as Glenwood Rd., Richfield.

License Renewals

Following stations request renewal of license:

WJBC-FM Bloomington, Ill.; WMUN (FM) Muncie, Ind.; WCRA Effingham, Ill.; KWGB Goodland, Kan.; KRON-TV San Francisco.

TENDERED FOR FILING

AM—1600 kc

WJEE Springfield, Ohio—Mod. license to increase power from 500 kw-D to 1 kw-D.

License for SSA

KWBU Corpus Christi—License for SSA to operate on 1030 kc, 50 kw using non-DA during hours from local sunrise at Boston, Mass., to LS at Corpus Christi.

October 10 Applications . . .

ACCEPTED FOR FILING

License for CP

KFRB Fairbanks, Ala.—License for CP, as mod., which authorized change in frequency and ant. system.

KPOL Los Angeles—License for CP, as mod., which authorized new AM.

WTND Orangeburg, S. C.—License for CP, which authorized change in frequency.

WRAP Norfolk, Va.—License for CP, as mod., which authorized new AM.

TENDERED FOR FILING

Replace Expired CP

KSWB Yuma, Ariz.—CP to replace expired CP which authorized new AM.

October 14 Decisions . . .

BY BROADCAST BUREAU

License Granted

WHSA Madison, Wis.—Granted license for noncommercial educational FM Ch. 210, 50 kw, 450 ft.

WFSI Lakeland, Fla.—Granted license for noncommercial educational FM Ch. 201, 10 w.

WNCA Siler City, N. C.—Granted license for new AM 1570 kc, 1 kw-D.

WSFT Thomaston, Ga.—Granted license covering change in trans. and main studio locations.

WWOC Manitowoc, Wis.—Granted license for new AM 980 kc, 500 w-D.

KDSX Denison, Tex. — Granted license covering change in frequency, decrease in D power, change in hours of operation from D to unl., installation of DA-DN and change in trans. location; 950 kc, 500 w-DA-2, unl.; condition.

WDSC-FM Dillon, S. C.—Granted license for FM Ch. 225, 8.8 kw, 290 ft.

Change Antenna Type

KMTV Omaha, Neb.—Granted CP to change type ant. of TV station and reduce trans. output power 2.0 kw vis., 1.35 kw aur.

WWNY-FM Watertown, N. Y.—Granted CP to make changes in licensed station to change type ant.

WJOI-FM Florence, Ala. — Granted mod. CP to change type ant.

Change Transmitter Type

KEUN Eunice, La.—Granted mod. CP to change type trans.

WLCS Baton Rouge, La.—Granted mod. CP to change type trans.

Change Transmitter Location

WPRT Prestonsburg, Ky.—Granted mod. CP to change trans. location and type trans.

WMAW Menominee, Mich.—Granted mod. CP to move ant. and trans. location.

Change Transmitter Location

WJMC Rice Lake, Wis.—Granted CP to change trans. and studio location and install new ant. and ground system.

Extension of Authority

American Bcstg. Co., New York—Granted extension of authority to transmit recorded programs from 30 Rockefeller Plaza, New York, and other points throughout the United States where licensee maintains studios to all broadcast stations under control of Canadian authorities that may be heard consistently in United States, for period beginning 3 a.m. EST, 11-9-52, and ending in no event later than 3 a.m. EST, 11-9-53, provided program has been, is being, or will be broadcast in United States by licensee.

Extension of Completion Date

Following were granted mod. CP's for extension of completion dates as shown: **WBEN-TV Buffalo, N. Y.**, to 12-31-52; **KXLR North Little Rock, Ark.**, to 4-7-53; **WSLM Salem, Ind.**, to 12-26-52; **WJFR Caguas, P. R.**, to 4-18-53; **KTHS Little Rock, Ark.**, to 1-1-53; **WICU Erie, Pa.** to 4-24-53; **KPPC Pasadena, Calif.** to 4-5-53.

Modification of CP

WOOW New Bern, N. C.—Granted mod. CP for approval of ant., trans. and main studio location.

Delete FM

WSBA-FM York, Pa.—Granted request to cancel license and delete FM.

KFVS-FM Cape Girardeau, Mo. — Granted request to cancel CP and delete FM.

Change ERP

WHUM-TV Reading, Pa. — Granted mod. CP to change ERP from 260 kw vis., 134 kw aur. to 260 kw vis., 135 kw aur. and change trans. location and ant. height from 1780 to 1770 ft.

AM—1370 kc

KGNO Dodge City, Kan.—Granted license covering increase in power, installation of new transmitter and DA for night use only, and change transmitter location; 1370 kc, 1 kw, 5 kw-LS, DA-N, U; condition.

ACTIONS ON MOTIONS

By Comr. George E. Sterling

KYA San Francisco—Granted petition to amend application for renewal of license to change name of applicant to KYA Inc.

By Hearing Examiner Basil P. Cooper

Pinellas Bcstg. Co., St. Petersburg, Fla.—Granted petitions to amend application for new TV to specify new ant. site, change estimated costs of construction, operation and financing, and to reflect an amendment in articles of incorporation to specifically authorize that company to own and operate radio facilities; ordered that effective date of amendments is Oct. 10, 1952, date on which examiner announced decision to parties.

By Hearing Examiner
Hugh B. Hutchison

The Radio Station KFH Co., Wichita, Kan.—Granted petition filed Sept. 30, 1952, to amend application for new TV to amend exhibit 7, footnote (3); amend answers to sec. III, par. 1(a) and 1(c), delete page 1 and substitute new page therefor in exhibit 6; delete pages 1 and 2 of sec. IV and substitute new pages; delete exhibits 10, 12 and 13 and substitute new exhibits therefor.

Wichita Beacon Bcstg. Co., Wichita, Kan.—Granted motion to amend application for new TV to show increase in minimum hours of operation, revisions of estimated cost of construction and financing thereof, as well as estimated cost of operation and revenue for first year, and substitute new program schedule with revised analyses and policy statements and enlargement of proposed staff.

Taylor Radio & Television Corp., Wichita, Kan. — Granted petition to amend application for new TV to add: "Based upon a weekly operation of 87 hours and 23 minutes. Applicant, however, will expand its operating schedule during the first year's operation to a total of 119 hours and 2 minutes per week."

Wichita Television Corp. Inc., Wichita, Kan.—Granted motion to amend application for new TV to submit financial statements of certain stock subscribers giving further information with reference to assets and liabilities.

By Hearing Examiner
Elizabeth C. Smith

KXL Broadcasters, Portland, Ore.—petition to amend application for new TV to show reduction in tower height by 29 ft. and to submit details as to how the proposed tower will be sectionalized.

By Hearing Examiner
James D. Cunningham

Metropolitan Television Co., Denver, Col.—Granted motion to amend application for new TV insofar as it involves (1) data with respect to consummation of assignment to it of licenses of KOA and KOA-FM, (2) addition of Don Searle as general manager, (3) modifications in sample program schedule and accompanying analyses, and (4) revised engineering data designed to correct error in location of trans. site; denied motion in all other respects.

By Hearing Examiner
Elizabeth C. Smith

Columbia Empire Telecasters Inc., Portland, Ore. — Granted petition to amend application for new TV to correct geographical coordinates of proposed trans. site.

October 14 Applications . . .

ACCEPTED FOR FILING

AM—1320 kc

WANA Anniston, Ala. — Mod. CP, which authorized new AM, to change

(Continued on page 90)

EARS THAT HEAR
IN YOUNGSTOWN ARE EARS THAT BUY!
WBBW'S concentrated coverage is not wasted on cornfields. Here's pin point selling that falls on receptive ears, "buying" ears — right in a market that really counts.
WBBW — the new ABC affiliate in Youngstown — brings you . . .
Concentrated Coverage and No Waste Circulation
ABC
WBBW
REP. FORJOE & CO. INC.

FCC Actions

(Continued from page 89)

from 1490 kc, 250 w unl. to 1320 kc, 1 kw-D. AMENDED to make frequency change and change type trans.

Replace Expired CP

KSWB Yuma, Ariz.—CP to replace expired CP, which authorized new AM on 1240 kc, 250 kw unl.

License for CP

KSFE Needles, Calif.—License for CP which authorized new AM.

WTVB Coldwater, Mich.—License for CP, as mod., which authorized change in hours of operation, increase in power, installation of DA and change in ant. and trans. systems.

WEYE Sanford, N. C.—License for CP, as mod., which authorized new AM.

Modification of CP

WBET Brockton, Mass.—Mod. CP which authorized change in frequency, hours of operation and installation of DA-N to make changes in DA.

WPEL Montrose, Pa. — Mod. CP, which authorized new AM, for approval of ant., trans. location and specify studio location.

Extension of Completion Date

KDEF Albuquerque, N. M.—Mod. CP, as mod., which authorized new AM, for extension of completion date.

TENDERED FOR FILING

Modification of CP

WMC Memphis, Tenn.—Mod. CP to change effective height of NW tower of DA array.

October 15 Decisions . . .

BY COMMISSION EN BANC

AM—1290 kc

WIRK West Palm Beach, Fla.—Granted CP to increase power from 1 kw-D to 5 kw-D, change from DA-2 to DA-N, and install new trans., operating on 1290 kc, 1 kw-N.

Change Antenna System

WBAM Montgomery, Ala.—Granted mod. CP to make changes in ant. system.

Extension of Authority

KWIN Ashland, Ore.—Granted extension of authority to remain silent for additional 90 days from Sept. 11, 1952, pending reorganization. Station not to resume broadcasting without Commission approval if control is transferred.

KPRS Olathe, Kan.—Granted extension of authority to remain silent to April 6, 1953, pending completion of move to Kansas City, Mo.

Advised of Hearing

WILK Wilkes-Barre, Pa.; Bucktail Bcstg. Corp., Emporium, Pa.—Are being advised that applications of WILK for mod. license to change from DA-DN to DA-N, and application of Bucktail for new station on 980 kc with 500 w-D, indicate necessity of consolidated hearing because of interference.

License Renewals

Following were granted renewal of licenses on regular basis:

WTWA Thomson, Ga.; WCLC Flint Mich.; WATG-FM Ashland, Ohio; WUST (FM) Bethesda, Md.; WMUS Muskegon, Mich.; KORA Bryan, Tex.; WJEJ Hagerstown, Md.; WKOV Wellston, Ohio; KPHO-TV Des Moines, Iowa; WGRM Greenwood, Miss.; WIBM-FM Jackson, Mich.; WCAX Burlington, Vt.; KALT Atlanta, Tex.; KBOA Kennett, Mo.; KBOE Oskaloosa, Iowa; KCBS San Francisco; KCLW Hamilton, Tex.; KCMO Kansas City; KCNC Fort Worth, Tex.; KDDD Dumas, Tex.; KEPO El Paso, Tex.; KFAL Fulton, Mo.; KFEQ St. Joseph, Mo.; KFI Los Angeles; KFLD Floydada, Tex.; KFRE Fresno, Calif.; KFUO Clayton, Mo.; KGGF Coffeyville, Kan.; KGNC Amarillo, Tex.; KGO San Francisco; KGU Honolulu; KIEV Glendale, Calif.; KIKL Honolulu; KIFN Phoenix, Ariz.; KIOA Des Moines, Iowa; KIRO Seattle, Wash.; WJSK Columbus, Neb.; KLCN Blytheville, Ark.; KLYN Amarillo, Tex.; KMCO Conroe, Tex.; KMMJ Grand Island, Neb.; KNUJ New Ulm, Minn.; KOAM Pittsburg, Kan.; KOMW Omak, Wash.; KONO San Antonio, Tex.; KOPP Ogden, Utah; KOSE Osceola, Ark.; KOWH Omaha, Neb.; KPAN Hereford, Tex.; KPBM Carlsbad, N. M.; KPET Lamesa, Tex.; KSEO Durant, Okla.; KSFA Nacogdoches, Tex.; KSJV Centerville, Calif.; KSKY Dallas, Tex.; KSPI Stillwater, Okla.; KTBS Shreveport, La.; KTIS Minneapolis, Minn.; KTOW Oklahoma City, Okla.; KTRH Houston, Tex.; KTRY Bastrop, La.; KULA Honolulu; KUOM Minneapolis, Minn.; KWOA Worthington, Minn.; KWPC Muscatine, Iowa; KWRE Warrenton, Mo.; KXIC Iowa City, Iowa; KXL Portland, Ore.; WACE Chicopee, Mass.; WAIT Chicago; WAPA San Juan, P. R.; WASL Annapolis, Md.; WATC Gaylord, Mich.; WATK Rolling, Wis.; WAYN Rockingham, N. C.; WBAP Fort Worth, Tex.; WBBO Forest City, N. C.; WBMD Baltimore, Md.

WBOK New Orleans, La.; WCAL Northfield, Minn.; WCAV Norfolk, Va.; WCBD Chicago; WCBM Baltimore, Md.; WCBS New York; WCCM Lawrence, Mass.; WCEC Rocky Mount, N. C.; WCHA Chambersburg, Pa.; WCKB Dunn, N. C.; WCOR Lebanon, Tenn.; WCPA Clearfield, Pa.; WCYB Bristol, Va.; WDBC Escanaba, Mich.; WDIA Memphis, Tenn.; WDMG Douglas, Ga.; WDSM Superior, Wis.; WEDO McKeesport, Pa.; WEEU Reading, Pa.; WENR Chicago; WESA Charleroi, Pa.; WEW St. Louis, Mo.; WFAA Dallas, Tex.; WFOX Milwaukee, Wis.; WGBS Miami, Fla.; WGN Chicago; WHAS Louisville, Ky.; WHB Kansas City, Mo.; WHDH Boston, Mass.; WHKK Akron, Ohio; KHOD Homestead, Pa.; WHOS Decatur, Ala.; WHTN Huntington, W. Va.; WHWL Nanticoke, Pa.; WIKY Evansville, Ind.; WIPR San Juan, P. R.; WISR Butler, Pa.; WJAG Norfolk, Neb.; WJAT Swainsboro, Ga.; WJIG Tullahoma, Tenn.; WJW Cleveland, Ohio; WJZ New York; WKAR East Lansing, Mich.; WKBC North Wilkesboro, N. C.; WKBZ Muskegon, Mich.; WKDN Camden, N. J.; WKRG Mobile, Ala.; WLAW Lawrence, Mass.; WLBS Birmingham, Ala.; WLIL Lenoir City, Tenn.; WLS Chicago; WLSI Pikeville, Ky.; WLW Cincinnati; WMAZ Macon, Ga.; WMBL Morehead City, N. C.; WMBM Miami Beach, Fla.; WMGY Montgomery, Ala.; WMIX Mt. Vernon, Ill.; WMPS Memphis, Tenn.; WMTC Van Cleve, Ky.; WNYC New York; WOAY Oak Hill, W. Va.; WOHS Shelby, N. C.; WOI Ames, Iowa; WOR New York; WOSU Columbus, Ohio; WOTW Nashua, N. H.; WPAL Charleston, S. C.; WPDX Clarksburg, W. Va.; WPIT Pittsburgh, Pa.; WPTF Raleigh, N. C.; WRFD Worthington, Ohio; WRUF Gainesville, Fla.; WSM Nashville, Tenn.; WSON Henderson, Ky.; WSVS Crewe, Va.; WSWN Belle Glade, Fla.; WTPS New Orleans, La.; WVCH Chester, Pa.; WVLN Olney, Ill.; WVPO Stroudsburg, Pa.; WWL New Orleans, La.; WWPF Palatka, Fla.; WCCO Minneapolis; WERD Atlanta, Ga.; WESC Greenville, S. C.; WFRO Fremont, Ohio; WHLM Bloomsburg, Pa.; WIRJ Humboldt, Tenn.; WJIV Savannah, Ga.; WKNB New Britain, Conn.; WNAD Norman, Okla.; WNAO Raleigh, N. C.; WNNT Warsaw, Va.; WPAQ Mount Airy, N. C.; WPIN Clearwater, Fla.; WRNY Rochester, N. Y.; WROM Rome, Ga.; WRRZ Clinton, N. C.; WTAO Cambridge, Mass.; WTPR Paris, Tenn.; WVOK Birmingham, Ala.; WCPS Tarboro, N. C.; WEAB Greer, S. C.; WKAB Mobile, Ala.; WORZ Orlando, Fla.; WHEB Portsmouth, N. H.; WNOP Newport, Ky.; WKTG Thomasville, Ga.

Change to Commercial FM

WFUM (FM) Flint, Mich.—Granted CP to change from noncommercial educational to a Class A commercial to operate (noncommercially) on Ch. 296; ERP 400 w, ant. 175 ft.; and waiver of sec. 3.261 of rules to permit station to remain silent Saturdays and to operate from 10 a.m. to 4 p.m. Sundays. WFUM is making change because operation on present channel caused interference in Flint area to reception of TV station on Ch. 6 in Lansing, a distance of approximately 55 mi.

Extension of Authority

WMBI-FM Chicago, Ill.—Granted extension of authority to remain silent for period ending Jan. 1, 1953, pending study and formulation of future plans. Station not to resume broadcasting without Commission approval if control is transferred.

POLAN GRANT

FCC Refuses Review

FCC Oct. 9 denied a petition by Valley Television Co., applicant for uhf Channel 21 in Youngstown, Ohio, asking reconsideration of the Commission's grant without hearing of Channel 21 to Polan Industries on Sept. 19.

Valley Television had maintained in its petition [AT DEADLINE, Oct. 6] that Channel 21 was granted only 17 working days after its final allocation to that city. Substitution of Channel 21 for 33 at Youngstown was made by the FCC to correct an error in minimum spacing of uhf channels [B•T, Sept. 1]. Valley Television's petition agreed in effect with FCC Chairman Paul Walker and Comr. Robert Bartley, both of whom dissented in the FCC grant order on grounds the grant to Polan Industries was too hasty.

Valley Television also had suggested questioning of financial qualifications of Polan Industries to construct and operate the Youngstown station, plus a TV station in Ashland, Ky., for which Polan has received a grant and bids for four other TV outlets.

October 15 Applications . . .

ACCEPTED FOR FILING

Extension of Completion Date

KJNO Juneau, Alaska—Mod. CP, as mod., which authorized new AM, for extension of completion date.

KABI Ketchikan, Alaska—Mod. CP, as mod., which authorized new AM, for extension of completion date.

KLX Oakland, Calif. — Mod. CP, which authorized changes in existing AM, for extension of completion date.

WIUC (FM) Urbana, Ill.—Mod. CP, which authorized changes in existing FM, for extension of completion date to 5-15-53.

Modification of CP

WRHT Griffin, Ga.—Mod. CP, which authorized new AM, for approval of ant. trans. and studio location.

AM—1060 kc

WNOE New Orleans—CP to increase power from 5 kw to 25 kw and make changes in DA.

License for CP

WRKD Rockland Me.—License for CP, as mod., which authorized new AM.

WCPS-FM Tarboro, N. C.—License for CP, as mod., which authorized new FM.

WWVA-FM Wheeling, W. Va.—License for CP as mod., which authorized new FM.

Change Studio Location

WJMC-FM Rice Lake, Wis.—CP to change trans. and studio location on Hwy. 48, 1.9 mi. due W. of Junction & Main Sts.; change type ant. to Andrew, Type No. 1304, 4-section; ERP to 9.3 kw.

Change Transmitter Type

WFTC Kinston, N. C.—Mod. CP to change type trans.

Change Transmitter Location

KFMJ Tulsa, Okla.—CP to change trans. location.

AM—1450 kc

KMBL Junction, Tex.—Mod. license to increase power from 100 w to 250 w (contingent on KVOU change in frequency).

License Renewals

Following stations request renewal of license:

WILL Urbana, Ill.; WHBL Sheboygan, Wis.; WIGM Medford, Wis.; KTYL-FM Mesa, Ariz.; WEHS (FM) Chicago; WMAQ-FM Chicago; WLOG-FM Logan, W. Va.; WFHR-FM Wisconsin Rapids, Wis.

Change ERP

WKBN-TV Youngstown, Ohio—Mod. CP, which authorized new TV, to

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change ERP from 200 kw vis. 100 kw aur. to 158 kw vis., 95 kw aur.

KXLY-TV Spokane, Wash. — Mod. CP, which authorized new TV, to change ERP from 100 kw vis., 55 kw aur. to 47.9 kw vis., 28.8 kw aur.; trans. location from 41st & Regal Sts., Spokane, to Mt. Spokane, approx. 23 mi. N. 38.5° E. of center of Spokane.

KERN-FM Bakersfield, Calif.—CP to change ERP from 9.8 kw to 8.7 kw; ant. height above average terrain from 240 ft. to 238 ft.; move trans. to AM trans. site 250 ft.

WKBN-FM Youngstown, Ohio—CP to change ERP from 18.5 kw to 25 kw;

(Continued on page 95)

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Help Wanted

Managerial

Commercial manager — Major Southwestern net affiliate wants top man. Now interviewing. High income, override, car allowance. Send complete details including photo to Box 728R, BROADCASTING • TELECASTING.

Sales manager with proven sales ability capable of carrying responsibility of major accounts and directing activities of two other salesmen. Investigate this one. It's much better than average. Send full employment record, references, photo. Replies confidential. Box 756R, BROADCASTING • TELECASTING.

Manager for new 500 watt daytime station to go on air about December 1. Send photo, resume and references. WCHN, 54 North Broad Street, Norwich, New York.

Sales manager. Little Falls, N. Y. MBS affiliate. Must have proven sales record. Top opportunity for right man. Full information to Bob Earle, WLSH, Little Falls, or Art Feldman, MBS, 1440 Broadway, New York.

Salesmen

Aggressive salesman with good record. Advancement opportunity, drawing account (amount open) against 15% commission. Happy, congenial staff to support your sales efforts. Excellent future with this company. Send complete information, references, photo. Replies confidential. Box 757R, BROADCASTING • TELECASTING.

Special radio program telephone salesman (comm.) for GBA campaigns throughout U. S. Box 788R, BROADCASTING • TELECASTING.

Expanding operations! Immediate opening aggressive salesman with imagination, no high pressure tactics, to become part of community. Send full details first letter WDEC, Americus, Georgia.

Salesman for local sales department. Experienced man preferred. Immediate opening available. Call or write C. T. Garten, Radio Station WSAZ, Huntington, West Virginia.

Telephone salesman—single. Age 30 to 60 willing to travel, sell high grade advertising services by local and long distance telephone. Traveling expenses paid. Salary and bonus opportunity to go. Write F. P. Kendall, National Research Bureau, Inc., NRB Building, Chicago 10, Illinois.

NBC station in highly competitive Southern city will add one salesman to present staff. Remuneration on commission basis with earnings up to eight thousand. Box 297, Charleston, South Carolina.

Announcers

Florida coast station. Need two combination men. Both must be heavy on announcing that sells. Send tape or disc, experience record, references, first letter. $80. for 44 hours. Box 900P, BROADCASTING • TELECASTING.

Announcer-engineer with first phone. Must have top announcing ability. CBS station in Southeastern city. Send all pertinent information, salary requirement, telephone number, etc. Box 319R, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Engineer-announcer, 1 kw Southeast independent, TV future. $60.00 for 40 hours, 1½ overtime. Send disc or tape, picture, employment record, etc. Box 527R, BROADCASTING • TELECASTING.

Staff announcer needed for Midsouth, network and regional affiliate. Top pay for top man plus good opportunity. Box 618R, BROADCASTING • TELECASTING.

Wanted—Combination announcer-engineer. Accept on announcing. Ability more important than experience. Pacific Northwest coastal town, small solid market. Send tape or disc, full details first letter. Start $65.00. Box 660R, BROADCASTING • TELECASTING.

New Eastern Pennsylvania station needs three combination men. Must be strong on announcing. First class ticket necessary. Excellent salary for experienced men. Permanent positions. 40 hour week. Send full particulars first letter. Box 668R, BROADCASTING • TELECASTING.

Operator-announcer with first phone. Announcing experience desired. Central New York indie. Top salary for right man. Box 753R, BROADCASTING • TELECASTING.

Minnesota station wants announcer with first class license. Must be able to type. Good salary. Good opportunity for right man to earn extra money selling. Box 780R, BROADCASTING • TELECASTING.

Progressive Blue-grass station needs progressive young announcer-engineer. If you've got ambition to learn, we'll teach you. If you've got a good voice, can read and love radio but lack experience, answer this ad. Box 800R, BROADCASTING • TELECASTING.

Do impersonations famous stars, Crosby, Bugs Bunny, etc. Fast flowing ad-lib on DJ, amusing, easy to take commercials. Cueing gimmicks. Box 804R, BROADCASTING • TELECASTING.

Announcer-special events man. Fast growing regional independent station needs man that can handle portable tape recorder, do relief announcing and who has a knowledge of local news. Applicants apply with tape, salary and full details. KFRD, Rosenberg, Texas.

Progressive kilowatt independent needs permanent combo strong on announcing. Good pay, TV plans. Wire collect. Ken Gilmore, KGBC, Galveston, Texas.

Announcer-engineer with first phone emphasis announcing. $86.40 for 40 hours. Send letter and audition to KREM, Spokane, Washington.

Wanted: 1-announcer and 1-combination announcer-engineer. Good pay, down where the sunshine spends the winter. Radio Station KVOU, Uvalde, Texas.

Combination announcer-engineer, first ticket with emphasis on announcing. Send details including audition. Scale $75.00 a week. KWBG, Boone, Iowa.

Combination announcer and engineer. Improving on staff. Will be expanding soon, good opportunity with bright future. WBEX, Box 244, Chillicothe, Ohio.

Combination announcer-engineer wanted by WBYS, Canton, Illinois. Send disc or tape, full particulars. Salary strictly open, advancement open, housing good. Apply now.

Quality announcer. Must be experienced. Looking for permanent man. Send tape, complete details first letter, WCPS, Tarboro, North Carolina.

Help Wanted (Cont'd)

Beautiful Virginia—Combo announcer-engineer wanted quickly. If good quality voice, we will train. $240 month with automatic raises guaranteed. Wonderful opportunity. Write or call WCVA, Culpeper, Virginia.

Expanding operations! Immediate opening two announcers with first class tickets. Must have experience, ability to adapt self to community. No hotshots, prima-donnas! Send full info first letter. WDEC, Americus, Georgia.

Experienced announcer or announcer salesman. WGAT, Utica, New York.

Experienced announcer with first phone. Start $75.00. Emphasis announcing. Send audition tape. WSLM, Salem, Indiana.

South Georgia 1,000 watt station wants experienced morning man with ticket. $75.00 per week. WVOP, Vidalia, Georgia. Telephone 327.

Sports announcer. $70.00-$75.00 weekly. Send recording, photo, letter. WVOT, Wilson, North Carolina.

Combination announcer-engineer, first class ticket. Permanent. WWGS, Tifton, Georgia.

Looking for top announcers, engineers, copy writers for our stations. Send William Blizzard work history, photo. Southeastern Broadcasting System, Cordele, Ga.

Progressive Midwest 1 kw station has a position for good combination announcer-copywriter. Heavy on copywriting. $60.00 a week to start. Raise in immediate future. Send replies by mail to Jim Hildebrand, c/o WTIM, Taylorville, Illinois.

Wanted: 2 top combo men, 40 hours per week, start $80.00. Send letter telling all and audition record or tape immediately to Edward Jansen, Box 1712, Las Vegas, Nevada.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING • TELECASTING.

Immediate opening for first class transmitter engineer. 5 kw major Ohio market. Write Box 762R, BROADCASTING • TELECASTING. Giving phone number.

Transmitter engineer, single. Some experience. Ohio. Pleasant working conditions. Box 803R, BROADCASTING • TELECASTING.

Chief engineer-announcer for California 1000 watt directional. Emphasis announcing. 30 hours board—10 hours maintenance. Aggressive station with TV application pending. Salary—$350.00 plus remote fees. Send tape, full details, first letter, Box 806R, BROADCASTING • TELECASTING.

Immediate opening for first class transmitter operator. No experience necessary. CBS affiliate. Wire or write Harland Nifong, Chief Engineer, KAVE, Carlsbad, New Mexico.

First class engineer. Announcing ability and experience desirable but not required. WCHN, 54 North Broad Street, Norwich, New York.

Nebraska. First class engineer wanted for chief engineer position at KCOW, Alliance, Nebraska. Job mainly technical. Opportunity for limited announcing. $325.00 per month, 40 hour week.

Engineer, first phone. Immediate opening. KJFJ, Webster City, Iowa.

Engineer wanted. KOPR, Butte, Montana. Car necessary.

Help Wanted (Cont'd)

First class engineer. No experience required. Write WCBT, Roanoke Rapids, North Carolina.

Combination engineer-announcer with a voice and production that will sell. No learners wanted. Car desirable but not essential. Must be sober and dependable. $75.00 per week. More if worth it. Job now open. Call us collect, WEBJ, Brewton, Alabama.

Engineer—First phone, no experience necessary. Progressive station. Better than average opportunity. Position now open. Write or call Radio Station WGRO, Bay City, Michigan.

Wanted—Two first phone operators. No experience necessary. Excellent working conditions. Give all details in first letter. Positions must be filled immediately. WHNC, Henderson, North Carolina.

First class engineer with announcing ability. Eighty dollars weekly. Send full details to Lester Gould, WJNC, Jacksonville, North Carolina.

First class operator or combo immediately. WJOY, Burlington, Vermont, centrally located. Beautiful summer, winter. Rush references, background, salary requirements.

Help wanted: Combination man to act as chief engineer. Small station. Small resort town. $80.00. Forty hour week. For details, call collect telephone number 65, WKAM, Warsaw, Indiana.

Need first-phone man for transmitter shift. $60.00 for forty hours. Write or call Nick Yalowey, WNLK, Norwalk, Connecticut.

First phone; transmitter operator, WSYB, Rutland, Vermont.

Immediate opening for first class operator. $50.00 for 40 hours. Time and half for all over 40 hours. Contact Dan Williams, Radio Station WVOT, Wilson, N. C.

First class engineer. One experienced on directional antenna preferred. Good salary, fine working conditions. Contact Chief Engineer, WVOW, Logan West Virginia.

First class engineer, no experience required. Will train for combination work in 1,000 watt independent. Rush full details to P. O. Box 50, New Iberia, Louisiana.

Production-Programming, Others

Experienced girl copywriter. Man's pay for man-size job Pennsylvania independent. Time available for woman's program. Send sample copy and photo. Box 278R, BROADCASTING • TELECASTING.

Wanted: All-round, versatile, experienced program director for major network California station in medium size market. Ability to do play-by-play, audience participations, ad-lib and sell on and off the air. Above average requirements and remuneration. Box 600R, BROADCASTING • TELECASTING.

Woman for continuity writing and air work. Experience desirable. Excellent opportunity with large radio station with television affiliation. Send full background, sample continuity and audition to Box 748R, BROADCASTING • TELECASTING.

Newsman—Need mature, settled, experienced newsman to gather, write, present two basic evening newscasts and head news department. Box 749R, BROADCASTING • TELECASTING.

News director — heavy emphasis on gathering local news. Must be thoroughly experienced newsman with good voice. Better than average salary. Pleasant conditions, future. Send complete information with references, and photo. Replies confidential. Box 758R, BROADCASTING • TELECASTING.

Western Michigan station, 1000 watt independent, open for combo man, first phone. Forty-hour week, sixty dollars for right man. Send particulars with first letter. Box 805R, BROADCASTING • TELECASTING.

Expanding operations! Want alert all-round newsman to gather, write local newscasts; ability to announce helpful. Send full info first letter. WDEC, Americus, Georgia.

XUM

Help Wanted (Cont'd)

Television

Salesmen

Time salesman for television station in Southeast. Old established outfit. TV experience desirable but not necessary. If you're a radio newspaper salesman who thinks and will work diligently, you can sell TV. Character and references must be tops to be a member of our staff. If interested please give complete history of yourself and your sales experience. Every detail is important to us. We want the man who wants to work with us and become a citizen of our fine and growing city. Excellent climate, schools, churches, cultural atmosphere, colleges. $100. weekly and commission. We want our account executives to make $6,500. and up. Send small photo. Box 678R, BROADCASTING • TELECASTING.

Announcers

$80.00 a week for good announcer strong on "sell" and DJ. TV future in good Midsouth market. Send complete details in first letter. Replies confidential. Box 763R, BROADCASTING • TELECASTING.

Technical

Northeast indie TV applicant has immediate opening for engineer, with or without experience. Opportunity in sales. Box 764R, BROADCASTING • TELECASTING.

Production-Programming, Others

Continuity writer for television station in Southeast. Established newspaper-owned station. TV experience desirable but not requisite. Must be able to plan video material as well as audio. Ability as artist helpful but not necessary. Give complete information on background and references in applying. Also furnish small photo. State salary requirements. Box 679R, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

Experienced executive, knows sales, merchandising, promotion. Currently manager of kilowatt independent, with station agency, network and trade paper background. Married, family, college, civic-minded. Area market trends dictate possible relocation. Serious inquiries managerial or sales level treated with complete confidence. South or Southwest preferred, especially Gulf Coast and Florida locations. Box 691R, BROADCASTING • TELECASTING.

General manager. Available immediately due to sale of station. Twenty years enviable record both radio and newspaper. Five and ten thousand watt. Sales, programming, employee and public relations. Finest reference. Prefer West Coast or Northwest. Personal interview will convince you. Will purchase interest. Box 732R, BROADCASTING • TELECASTING.

Experienced, successful manager desires change for good reasons. Presently manages one of most successful Northwest stations grossing $15,000 monthly in small town. Good community builder, thoroughly experienced, practical and reliable. An asset to any community. Available 30 days notice. Box 741R, BROADCASTING • TELECASTING.

Manager desires to make home in Southwest. 17 years experience all phases radio—net and independent—rural and metropolitan. With present station 5 years. Box 778R, BROADCASTING • TELECASTING.

Manager-program director. 15 years radio experience, all branches, including 3 years profitable management. Sober, reliable, married. Will produce results with low overhead. Excellent references. Northeastern states preferred. Available for personal interview. Particularly interested manage new station; build from ground up. Or PD metropolitan indie or network. Salary open. Box 786R, BROADCASTING • TELECASTING.

Are you making money? Last year made 24% on $75,000 in small market independent. Five years here and can't buy interest. Sales, programming. Family. Want permanence and opportunity. Box 787R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Have sold major and small markets, very strong commercially, excellent staff relationship. Radio today, to combat TV (whether its in your market or not) need strong idea managers. Presently located in Texas. Box 796R, BROADCASTING • TELECASTING.

Broadcaster (40) with sixteen years experience in management, sales, public relations and consultant capacity desires connection as manager with established medium-size station in warmer climate. He has the best of references, is well known in industry, respected family man, sober, energetic, good salesman and competent executive. Good management means profitable operation. It can be yours. Write Box 799R, BROADCASTING • TELECASTING.

Sales manager. Age 30. Personable, good sales record with network station in both radio and television. Available immediately. Married, veteran, family. Will relocate anywhere. Box 801R, BROADCASTING • TELECASTING.

Salesmen

Salesman—Knows radio and can sell. Presently employed 1,000 watt indie. Will change first of year if you have a good offer. Family man, good education, two years experience. No hot-shot or drinker. Am ready for larger station and better income. South or Southeast. Box 765R, BROADCASTING • TELECASTING.

Salesman-announcer, experienced promotion, advertising. AFRA newscaster, copywriter. Prefer West. Box 776R, BROADCASTING • TELECASTING.

Salesman: Currently commercial manager 250 watter town of 25,000. Expert idea man who can sell his creations. Family man prefers homey town where congenial aggressiveness, know-how and persistent pavement pounding will pay off. Require $125.00 weekly with opportunity of earning more. Have new car. Box 785R, BROADCASTING • TELECASTING.

Announcers

Sports prestige!! Built on topnotch play-by-play of major sports. Box 690R, BROADCASTING • TELECASTING.

Announcer or program director for radio or television station. College graduate, 29. 12 years radio, 9 months television, 6 years top-rated morning man. Operate controls. Successful time salesman, too. Draft exempt. Perfect record. Excellent references. Now announcing Southeastern 10,000 watt, CBS affiliate. Contact Box 692R, BROADCASTING • TELECASTING.

Eight years experience sports and DJ, AA baseball, college football and basketball. Highest recommendations. Available now or right after football season. Box 711R, BROADCASTING • TELECASTING.

Announcer: Strong DJ, news, commercial, special events. Two years experience plus AFRS. One year sales experience with Columbia Records. Top radio school graduate. Veteran World War II and Korean War. Desires progressive Midwest station. Available for personal interview. Box 724R, BROADCASTING • TELECASTING.

Experienced announcer, first class ticket, good selling voice, prefer West. Box 747R, BROADCASTING • TELECASTING.

Staff announcer—Strong on commercials, news, DJ. Extensive musical knowledge. Married, draft exempt. College graduate. Box 750R, BROADCASTING • TELECASTING.

Staff announcer-DJ. Three years commercial experience. Want permanent position. Available immediately. Box 755R, BROADCASTING • TELECASTING.

Announcer. Good voice, control board operator. Ambitious, conscientious and willing. Available immediately. Box 759R, BROADCASTING • TELECASTING.

Announcer - producer. Available immediately. Experienced. Graduate NAOB. Unusual voice qualities. Box 766R, BROADCASTING • TELECASTING.

Announcer, experienced all phases. Sober, married, veteran. Desire permanent position in regional station. Disc, references. No South please. Box 784R, BROADCASTING • TELECASTING.

Announcer, all phases, including sports, especially baseball. Independent and network experience. Box 792R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Announcer, light experience. Have done news, disc shows, staff announcing and board work. Married, not a floater, can expect a long stay. Veteran. Box 793R, BROADCASTING • TELECASTING.

Newscaster: now morning editor 5 kw regional network affiliate, two city metropolitan market. Million population. Three years here, competition 10 stations, four newspapers. Seeking senior editorship. Good voice, college graduate, some newspaper, 29, sober, making $80.00. Box 795R, BROADCASTING • TELECASTING.

Thoroughly experienced announcer available immediately. All types announcing except sports. Have announced and produced top network shows. Minimum $75.00. Tape, resume and picture upon request. Best references. Box 798R, BROADCASTING • TELECASTING.

Announcer-staff. Specialty play-by-play, DJ. Good board man. Some experience. Travel anywhere, Reliable, draft exempt. Top references. Resume, disc, tape on request. Available immediately. Daniel Baxter, 718 Banner Ave., Brooklyn 35, New York.

Announcer available—Mature voice, all phases of operations. Strong on commercials, news. Good writer-board man. Experienced New York City independents. Married, sober, draft exempt. Resume, disc, tape on request. Randy Case, 1704 Suydam Street, Brooklyn 37, New York.

Announcer, young college graduate, SRT training. Excellent all sports, news and commercials. Slight experience. Great potential. Don Fisher: 104 Wilson Street, Brooklyn, N. Y., EU 7-6019.

Announcer-DJ, newscaster. Familiar with control board operation. Light experience. Settle small community. Single, reliable, versatile. Available now. Tape or disc on request. John Gary, 1962 East 28th Street, Brooklyn 29, N. Y.

Announcer, versatile. Some experience. Strong play-by-play, DJ. Control board operator. Go anywhere. Reliable, draft exempt. Available immediately. References, resume, disc or tape on request. Nat Habib, 79 Sunnyside Avenue, Brooklyn 7, New York, Taylor 7-7408.

Announcer-DJ, handle control board. Light experience. Desires staff position small station operation for development. Young, hard worker. Determined career. Free to travel. Available. Resume, disc, reference. Joseph Kovar, 426 East 71st Street, New York, New York.

Versatile, experienced announcer. Happily employed but interested advancement. Preferably South. W. L. Moody, 109 E. 12th, Alexandria, Minnesota.

Young copywriter with 2 years experience desires position. Also traffic and announcing experience. Write Bob Niemyer, 1410 16th Street, N. W., Washington 6, D. C.

Announcer, disc-jockey, news, sports, control board operator. Light experience, reliable and conscientious, sales background. Desires station connection, small community, available immediately. Tape, disc, resume on request. Jack O'Connor, 32-64 34th Street, Astoria, Long Island, New York. RA 8-1082.

Beginning announcer radio school graduate, draft exempt. George Scott, 1625 East 76th Street, Kansas City, Missouri.

Announcer, CBO, experience light. Draft exempt. Mr. Frank Villani, 311 Melrose Street, Brooklyn 37, New York.

Technical

Chief engineer to take complete charge of broadcast and television station. Consider only professional engineering position. State full particulars first letter. Box 625R, BROADCASTING • TELECASTING.

Experienced studio transmitter engineer. Good voice. Veteran. Northeast. Notice! Box 721R, BROADCASTING • TELECASTING.

Graduate E. E. 5 years Naval Electronics, 1½ years TV station, 1½ years CRT circuit design. First phone, first telegraph licenses. Desire responsible position broadcasting industry. Box 770R, BRADCASTING • TELECASTING.

First class phone. RCA and SRT-TV graduate, desires studio or engineering work. Box 771R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Engineer, 4½ years detailed experience AM, FM, 1 kw to 50 kw, past year chief of independent, veteran, college, 32, family man. Box 773R, BROADCASTING • TELECASTING.

Eastern North Carolina, AM-FM-TV. Chief or combination engineer. Box 777R, BROADCASTING • TELECASTING.

Chief engineer: Twenty years experience including construction three new stations, directional antenna operation, design and construction of broadcast components, family. Box 781R, BROADCASTING • TELECASTING.

Transmitter engineer 5000 watt station, Iowa, 40 hours week. Box 783R, BROADCASTING • TELECASTING.

Engineer experienced chief maintenance design. Box 794R, BROADCASTING • TELECASTING.

2nd phone, radio broadcasting school graduate. Radio-TV technical school graduate. Friendly style. Some technical experience. Married, veteran, prefers East. Joe Mattei, 1548 58th Street, Brooklyn, New York.

First phone. Experienced in transmitter, studio—some announcing. Prefer New York City or vicinity. Married, veteran. M. E. Poulos, 572 West 187th Street, New York 33, New York.

Announcer. First phone. Good voice quality. West only. Minimum seventy-five. Box 315, Rushville, Nebraska. Telephones 54W12, 286J.

Production-Programming, Others

Program director: experience: station experience from 250 to 50,000 watt as program director, manager, announcer, continuity director. Network and agency experience over NBC and ABC. Will furnish highest references from past and present affiliations. Presently program director of leading station and regional network. Box 650R, BROADCASTING • TELECASTING.

First phone license. No broadcast experience. Technical school graduate. Experienced radio mechanic. Speak Spanish fluently. Married. Veteran. Box 740R, BROADCASTING • TELECASTING.

Program director: college graduate, three years experience. Excellent ideas, smooth programming. Superb knowledge of music. Presently employed. Box 761R, BROADCASTING • TELECASTING.

Programming - advertising director. Sales-conscious. Employed radio-TV. Supervise complete programming and/or continuity operation, radio and/or TV. Box 769R, BROADCASTING • TELECASTING.

News and/or special events public affairs director. Solid experience independent suburban, network metropolitan. Family man. Currently free lance. Know programming, TV news. Box 772R, BROADCASTING • TELECASTING.

Radio PD, continuity director. Excellent background, references. (Plus TV experience.) Box 774R, BROADCASTING • TELECASTING.

Program director experienced in managing and programming both network and independent station from 250 to 5000. Over 30, family man, must give present employer adequate notice. Box 779R, BROADCASTING • TELECASTING.

Copywriter, no announcing. Over two years experience, presently employed. Will go anywhere, but prefer metropolitan area. Available immediately. Send full details to Bud Rein, KAYL, Storm Lake, Iowa.

Television

Managerial

Will swap production experience, creative ability, programming know-how for position with medium to large outlet Southwest with open programming mind. Available January first. Resume on request. Box 797R, BROADCASTING • TELECASTING.

Technical

Experienced television station engineer. Master control, transmitter, technical coordinator. Licensed. Don Kennett, 854 Amsterdam Avenue, New York, New York.

(Continued on next page)

XUM

Situations Wanted (Cont'd)

First phone. Experienced various phases broadcasting. Ambitious, good references, thorough TV background. Car. Will accept commitments now with station planning TV operations soon. East preferred. Available immediately. Box 751R, BROADCASTING • TELECASTING.

Graduate electrical engineer (31) first phone, radio school diploma, experience stage lighting, sound recording, photography, 35mm projection, TV servicing desires experience TV studio technician. R. S. Shane, 102 Mountainhouse Road, South Orange, New Jersey.

Production-Programming, Others

Film producer director. Age 30. Member Eastern Screen Directors Guild. At present in charge film production major network. Seek change will locate anywhere. Box 746R, BROADCASTING • TELECASTING.

TV director . . . for 16 months at one of country's top television stations, building and producing shows in full. College graduate. Available November 1. Presentation on request. Box 760R, BROADCASTING • TELECASTING.

TV—Anywhere. Bright gal with best radio experience, some in theater and TV. College graduate. Currently scripter, key station. Seek opportunity as TV program aide. Box 767R, BROADCASTING • TELECASTING.

Television experience: director continuity, programming. Excellent radio background (PD), references. Box 775R, BROADCASTING • TELECASTING.

News director 50 kw station seeks job in market over 100,000. Box 807R, BROADCASTING • TELECASTING.

For Sale

Stations

Midwest station, AM-FM, 1 kw metropolitan market. Desirable location. Monthly net $2,000. Box 549R, BROADCASTING • TELECASTING.

Southwest independent. 250 watt. Gross over $125,000. Ideal set-up in a fast growing area. Terms. Box 768R, BROADCASTING • TELECASTING.

Equipment, etc.

Used heavy duty guyed 235′ tower. Formerly supported heavy FM antenna. Suitable for some TV antennas. Dismantled. Midwest area. $1,500. cash. Write Box 551R, BROADCASTING • TELECASTING.

One complete rectangular 4 tower antenna power dividing and phasing system including antenna tuning units, meters, sampling pickup loops, and open wire transmission line accessories. Contact Stewart, Chief Engineer, Station WAYS, Charlotte, North Carolina.

Magnecord PT6-J and PT6-A both in cases, good condition $300.00. Magnecord PT6-J and PT6-AH both in cases, good condition $325.00. Presto TL-10 good condition $75.00. Magnecord PT6-AHX recorder unit less case, like new $250.00. Box 744R, BROADCASTING • TELECASTING.

For Sale (Cont'd)

Late model 250 watt Gates transmitter. Like new $1650. Will crate for shipment. Write or wire Box 688R, BROADCASTING • TELECASTING.

Collins 1 kw FM transmitter. Excellent condition. Location Midwest. Best offer. Reply Box 743R, BROADCASTING • TELECASTING.

2500 feet new RG11U coaxial cable $140.00 M. 250 feet RG17U coaxial cable in 3 lengths $500.00 M. 500 feet stranded No. 6 rubber covered wire in short lengths $3.00 hundred feet. 1800 pounds No. 8 bare copper wire in short lengths 25¢ pound. Contact Stewart, Chief Engineer, Station WAYS, Charlotte, North Carolina.

Collins 3 kw, FM transmitter. Excellent condition. Location Midwest. Best offer. Reply Box 745R, BROADCASTING • TELECASTING.

250 watt General Electric AM transmitter. Operates and looks like new. Has been completely overhauled and refinished. Complete with one set tubes. $2,400.00. Box 808R, BROADCASTING • TELECASTING.

For sale—200 foot guyed tower complete with lighting. All offers considered. KGNO, Dodge City, Kansas.

Will sell at small discount a new RCA TG-1A Sync generator complete and a new RCA TK-30A camera chain with studio control and field camera type MI-26010 complete. Contact Frank C. Carman, Radio Station KUTA, Salt Lake City, Utah.

Collins 42A 250 watt antenna tuning unit, metal waterproof housing—No. 16 and No. 18 shielded pair hookup wire. All new. Dalton Sanders, Engineer, KWFC, Hot Springs, Arkansas.

One RCA type BTP-1A walkie talkie microphone used, needs some repairs $50.00. One Collins 26C limiting amplifier used $100.00. One Bogen PA preamplifier used $30.00. One GE wire recorder as is $10.00. One Webster wire recorder used $30.00. Two RCA wire recorders used $40.00 each. Contact Stewart, Chief Engineer, Station WAYS, Charlotte, North Carolina.

Complete GE 3 kw FM station, whole or part, for information—WICE, Providence, Rhode Island.

One kw AM transmitter (used less than one year) type XT-I-A, Model 4XTIAI, console with desk type BC3A GE. 3 kw FM transmitter type BT-3A also modulation and frequency monitors and monitor amplifier, jack strip and rack. 500 feet of 3⅛" coax in good condition. Terms will be considered. North Dakota Broadcasting Company, Box 1712, Minot, North Dakota. Phone 51-161.

Assortment of RF ammeters O-1 to 0-12 amps. used. 10 E. F. Johnson variable condensers 500 MMF. 3500 and 7000 WV. used. Assortment of RF coils used in directional antenna system. Assortment of RF switches, amphenol connectors, dead end clamps, cable clamps, strain insulators, etc. for open wire transmission lines. 20 DPDT key switches. Write for complete list and prices. Contact Stewart, Chief Engineer, Station WAYS, Charlotte, North Carolina.

Wanted to Buy

Stations

Wanted to buy—Station in single station market preferably daytime out of TV coverage. Write full particulars and terms to Box 602, Dunn, North Carolina.

Equipment, etc.

Wanted—Used transmitter for standby. 250 or 1000 watt in good condition. Box 626R, BROADCASTING • TELECASTING.

10 kw. FM transmitter or amplifier and FM monitor. Give description and lowest price first letter. Box 742R, BROADCASTING • TELECASTING.

Wanted—Used turntables, console, frequency monitor, modulation monitor, limiter. Any one or all. Box 752R, BROADCASTING • TELECASTING.

Wanted: 5 kw AM transmitter, late model, standard make. Also 250 to 1000 w FM transmitter and antenna. KREM, Spokane, Washington.

Wanted—Locke Pivot tower insulator 25048 or Lapp of similar strength. Wire collect to XEFB, Monterrey, Mexico.

Need 5 kw transmitter in good condition not over ten years old. Also dual or single channel console in good condition, both commercial. Air mail information to W. D'Orr Cozzens, Intermountain Network, 146 South Main Street, Salt Lake City, Utah.

Buy 250 watt transmitter preferably Western Electric or RCA. P. O. Box 628, Monterrey, N. L., Mexico.

Miscellaneous

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

Help Wanted

Managerial

MANAGER

Manager for new Station WXOK now building in Baton Rouge, Louisiana. You must have a background as station manager or commercial manager and a proven record of successful selling in a market of at least 75,000. This is a good paying job for a hard working aggressive operator who knows how to sell in a competitive market. You will be supported by a tested and proven pattern of successful operation as a member of "The OK Group" together with WBOK New Orleans, and KAOK Lake Charles, Louisiana. You have an opportunity to make real money based on your results. You will receive a good base salary plus an over-ride on gross sales.

We want a manager capable of running the entire station operation but above all we want a real salesman who can and will produce business. Unless you have an excellent sales record which will stand close inspection do not apply. Write or phone giving full details of your sales experience, education, business background, total billing and your earning record for the past four years.

Apply—Stanley W. Ray, Jr., Manager, Station WBOK, New Orleans, Louisiana.

Announcer

TWO NEGRO DISC JOCKEYS

We need two ambitious colored disc jockeys with ability for a new station . . . WXOK . . . now being built in Baton Rouge, Louisiana. One must be a wild, frantic jive type with quick wit, imagination and the ability to hit a commercial hard. He must know his race music and be capable of entertaining a studio audience.

The other disc jockey must be an intelligent, smooth talker without accent in his speech, capable of ad-lib and selling a commercial. He must have a thorough knowledge of spiritual and gospel music with proper reverence for this type of program.

Both men will be heavily supported with promotion. You will be associated with the same owners who developed the nationally famous "Okey Dokey" and "Honeyboy" Hardy of WBOK, New Orleans; and "Bubber" Lutcher of KAOK, Lake Charles, Louisiana.

Salary will be based on experience, ability and knowhow. Send letter giving complete details of your experience, education, present employment and earning record for the last two years. Send audition disc of program you prefer together with a recent photograph.

Write Stanley W. Ray, Jr., Manager, Station WBOK, New Orleans, Louisiana.

Help Wanted (Cont'd)

Announcers

PERSONALITY
DISK JOCKEY

Midwest network station in market of over 100,000 wants topnotch morning DJ. Outstanding opportunity for a personality who is capable of building and selling an audience from 7 to 9 A.M. No competition. Experience in Midwest markets absolutely necessary. We will entertain any reasonable compensation arrangement. Send photo, disc or tape and complete details in first letter. All replies held in strictest confidence. Box 782R, BROADCASTING • TELECASTING.

Television

Managerial

EXPERIENCED TV EXECUTIVE to take charge of UHF station in process of getting on air. Must be college graduate and experienced in all executive phases of TV. Excellent opportunity for man now working as assistant manager or second man in a TV station. Give complete record, salary expected to start and references in first letter. Box 789R, BROADCASTING • TELECASTING.

Technical

COLLEGE GRADUATE RADIO ENGINEER with knowledge and experience in TV for UHF license, excellent opportunity for thoroughly trained and competent young man. Give step-by-step story of record, references and starting salary expected. Box 790R, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

$$

MEMO.—October, 1952

To: Station Owners-TV
From: Topnotch Radio-TV Executive
Subject: Your future profits

I helped put major metropolitan problem station in the black against heaviest competition past three years. Can do the same for you. 13 years broadcast management accent on Sales, Programs, Public Relations, Operations, Personnel, Federal Laws. Can carry tough multiple load. Best New York references. Rotarian and Elk. Family man. Age 39. Interested hard-hitting new operation or older one needing new fire power. Salary range $10,000-$20,000 and/or bonus over-ride. All inquiries confidential.

Box 730R
BROADCASTING • TELECASTING

$$

PROMOTION MANAGER

50,000 watt radio and TV network affiliate wants to re-locate in New York City or New England. Interested in publicity, promotion, merchandising or programming with AM, TV station, agency or station rep. Top references available. All offers given careful consideration.

Box 802R
BROADCASTING • TELECASTING

Announcers

OUR CHIEF ANNOUNCER WANTS TO MOVE

and we don't blame him. Our long-hair policy prevents the development of air personalities. This man has a strong sense of "sell" and of radio production. Should do a top job as network staff, news or independent DJ. We'd like to see him in a setting where he can grow. He's a family man of regular habits and a hard worker. Runs board. Write or wire M. R. Rogers, General Manager, WGMS, Washington, D. C.

Eastern Independent

$50,000.00

A profitable daytime independent located in a well-diversified Eastern market. An excellent opportunity for two partners.

California

$100,000.00

Controlling interest in successful network property located in one of California's beautiful and rich markets. Financing arranged.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

Docket Actions . . .

ORDERS

Tampa, Fla.—FCC denied petition by **Orange Television Co.** for clarification or, in alternative, for enlargement of issues in proceeding on its application and those of **Tampa Times Co.** and **Tampa Television Co.** for new TV stations in Tampa, which would require Commission to receive evidence and make determinations on which of applicants would, on engineering basis, best serve needs of St. Petersburg, Fla., and communities, areas, and population with Grade A and B and 77 dbu field intensity contours. Order Oct. 16.

Wichita, Kan.—FCC denied motion by **WKY Radiophone Co.** to enlarge hearing issues in proceeding on its application and those of **KAKE Bcstg. Co., Mid-Continent Television Inc.** and **Sunflower Television Co.** for new TV stations at Wichita, which would require Commission to receive evidence and make determinations on areas and populations that will receive Grade A and Grade B service from stations proposed in subject applications, and Grade A and Grade B service available to such areas and populations from stations in operation, under construction, and proposed in pending applications. FCC also denied request for oral argument on motion. Order Oct. 16.

Wichita, Kan.—FCC denied motion by **The Radio Station KFH Co.** to enlarge hearing issues in proceeding on its application and those of **Taylor Radio & Television Corp.** and **Wichita Television Corp.**, for new TV stations at Wichita in order that petitioner will have right and opportunity to present evidence on such factors of comparison as the areas, communities, and populations within proposed Grade A and B contours, extent to which each applicant will provide efficient utilization of channel, type of technical service to be rendered and availability of other television services, existing or proposed. FCC also denied request for oral argument on motion. Order Oct. 16.

Flint, Mich.—FCC denied motion by **Trebit Corp.** to enlarge hearing issues in proceeding on its application and that of **WJR, The Goodwill Station Inc.** for new TV stations at **Flint** in order that petitioner will have right and opportunity to present evidence on such factors of comparison as areas, communities and populations within proposed Grade A and B contours, extent to which each applicant will provide efficient utilization of channel, type of technical service to be rendered, availability of other television services, existing or proposed, and location of proposed sites as they affect fair and equitable distribution of service and possibility of interference to and from other stations. FCC also denied request for oral argument on motion. Order Oct. 16.

Jackson, Mich.—FCC denied motion by **WIBM Inc.**, to enlarge hearing issues in proceeding on its application and those of **Jackson Bcstg. & Television Corp.** and **Sparton Bcstg. Co.** for new TV stations at Jackson which would require Commission to receive evidence and make determinations on areas and populations proposed to be served by each applicant within their respective Grade A and B contours, and the Grade A and B services otherwise available to such areas and populations from existing stations, stations under construction, and those proposed in pending applications. Order Oct. 16.

Duluth, Minn.—FCC denied petition by **Head of the Lakes Bcstg. Co.**, insofar as it requests enlargement of hearing issues in proceeding on its application and that of **Red River Bcstg. Co.** for new TV stations at Duluth which would require Commission to receive evidence and make determinations on areas and populations proposed to be served by the respective applicants. Order Oct. 16.

NOTE: Comr. Hennock concurs in above results denying petitions (or motions), but for different reasons which have already been set forth in her separate statement attached to Memorandum Opinion and Order of Commission of Oct. 6, 1952, in Portland, Ore., cases [see B•T, Oct. 13].

Rossmoyne Corp., Harrisburg, Pa.—FCC granted petition for clarification or enlargement of issues in the proceeding on its application and that of Kendrick Bcstg. Co. for new TV stations in Harrisburg on uhf Ch. 27. One issue was added: "To determine the overlap areas, if any, that will exist between the Grade A and Grade B field intensity contours of the operation of Kendrick Broadcasting Co. Inc., as proposed, and Station WFIL-TV Philadelphia, Pa., as presently operating, and as proposed in its pending application, the nature and extent thereof, and whether such overlap would be in violation of Sec. 3.636(a) of the Commission's Rules and Regulations." Order Oct. 10.

KHIT Lampasas, Tex.—FCC denied petition for reconsideration of Commission order of May 28 which designated KHIT license renewal application for hearing. Denial is subject to filing, within 90 days of second petition for reconsideration and grant without hearing, and filing of complete information relative to arrangements entered into by applicants concerning its personnel and finances. Order Oct. 10.

MEMORANDUM OPINION AND ORDER

Portland, Ore.—FCC granted four petitions filed by Chief, FCC Broadcast Bureau, to add issue to each of Portland (and area) current TV hearings relative to effect that erection of proposed TV towers will have on standard broadcast stations KPOJ, KPAM and/or KOIN and whether proposed towers will adversely affect ability of these stations to operate in accordance with terms of their licenses; denied request by Northwest Television & Bcstg. Co. for clarification and modification of Broadcast Bureau's proposed issue. Orders designating for hearing subject applications have been amended appropriately to include new issue, and KPOJ, KPAM and KOIN are made parties respondent in proceeding involving Westinghouse Radio Stations Inc., et al; KPOJ and KPAM in Vancouver Radio Corp., et al; KPOJ in Pioneer Bcstrs. Inc., et al and KPAM in Oregon Television Inc., et al. Memorandum opinion and order Oct. 16.

Non-Docket Actions . . .

AM GRANTS

McGehee, Ark. — Southeast Arkansas Bcstrs. Inc. Granted 1220 kc, 1 kw day, antenna height 210 ft.; engineering condition. Estimated construction cost $34,795, first year operating cost $35,000, revenue $40,000. Principals include President **Abbott L. Kinney** (32.97%), life insurance agent in Dermott, Ark., and 50% owner of Hamm's Puddin' House, Dermott (frozen dairy products); Vice President **Dale C. Loyd**

(Continued on page 96)

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH OCTOBER 16

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Station	2,358	2,340	131	312	177
FM Stations	622	579	73	22	5
TV Stations	111	98	85	871*	239

* Filed since April 14, of which 78 have been granted.

FCC Actions

(Continued from page 91)

relocate FM ant. on tower; overall height above ground, 490 to 539 ft.

TENDERED FOR FILING

Change DA

WOC Davenport, Iowa—CP to make changes in DA to incorporate taller tower for TV radiator of WOC-TV.

October 12 Applications . . .

ACCEPTED FOR FILING

Extension of Completion Date

KNBR North Platte, Neb.—Mod. CP, as mod., which authorized new AM, for extension of completion date.

WNRI Woonsocket, R. I.—Mod. CP, which authorized new AM, for extension of commencement and completion dates.

License Renewals

Following stations request renewal:

WMRO Aurora, Ill.; WEEK Peoria, Ill.; WSDR Sterling, Ill.; WAND Canton, Ohio; KBUH Brigham City, Utah; WHAR Clarksburg, W. Va.

Change Transmitter Location

WJTV (TV) Jackson, Miss.—Mod. CP, which authorized new TV, to change trans. location from SE corner of Pascagoula & S. West Sts., to W of Robinson Rd., about 0.3 mi. N of Rt. 18, Jackson; specify studio location at latter location; change ERP from 205 kw vis., 105 kw aur. to 177 kw vis., 63.54 kw aur.

Change Name

KOTV (TV) Tulsa, Okla.—Mod. license to change name from Cameron Television Inc., to Wrather-Alverez Inc.

Change Studio Location

WSEE-TV Fall River, Mass.—Mod. CP, which authorized new TV, to change studio location from "to be determined, Fall River, Mass." to Hambly Rd., Tiverton, R. I.

TENDERED FOR FILING

Extension of SSA

WOI Ames, Iowa—Extension of SSA to operate additional time with 1 kw from 6 a.m. CST to local sunrise for period ending Feb. 1, 1953.

AM—1050 kc

WRAP Norfolk, Va. — Mod. CP to change from 500 w-D to 1 kw-D.

Change ERP

KPIX (TV) San Francisco—Mod. CP, which authorized change in existing TV, to change ERP from 3.6 kw vis., 1.8 kw aur. to 100 kw vis., 50 kw aur.

WHEN (TV) Syracuse, N. Y.—Mod. CP, which authorized new TV, to change ERP from 1.1 kw vis, 0.56 kw aur. to 190 kw vis., 102 kw aur.

Situations Wanted (Cont'd)

Television

Managerial

TV-AM general or sales manager: Experienced all phases broadcasting with emphasis on sales and promotion, both station and network operations. Eight years top-flight AM station; four years TV. $15,000,000 TV time and program sales to national advertisers since 1948. Seek permanent TV or TV-AM station connection, established or expanding, with opportunity to purchase equity on demonstration of results and sincerity. Box 791R, BROADCASTING • TELECASTING.

For Sale

Equipment, etc.

• WILL SELL •

RCA TT5A TRANSMITTER, CHANNEL 7-13

Console monitors, spares and RCA 6-bay antenna, tower also available.

Make offer for lot or part.

BOX 754R
BROADCASTING •
TELECASTING

Employment Service

WANT A GOOD EXECUTIVE? Competent, reliable General, Commercial and Program Managers: Chief Engineers, Disc Jockeys, Sportscasters, other specialists. Tell us your needs today. Delays are costly.
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D.C.

Miscellaneous

WHO PAINTED WBTV's 562 FOOT TOWER?
J. M. HAMILTON & CO.
PAINTING • MAINTENANCE
ERECTION • SKILLED WORKMEN
YEARS OF EXPERIENCE
Box 2432 Gastonia, N. C.
1736 Columbia Rd., N. W., Wash., D. C.

WANTED! TELEVISION ENGINEER for COLOR TV

Smith, Kline & French Laboratories of Philadelphia needs an engineer to direct the installation, operation and maintenance of its color television equipment [CBS system] in order to carry out its series of medical television programs. Must be well trained, experienced in operating TV chains and supervising technicians, willing to reside in Philadelphia and willing to travel. Salary high. Excellent working conditions.

Contact: Lewis M. Lang,
Smith, Kline & French Laboratories,
1530 Spring Garden St., Philadelphia 1,
Penna.; LOcust 4-2400.

FCC Roundup

(Continued from page 95)

(5.49%), manager and 35% stockholder of W. B. Loyd & Sons (farm implements), McGehee; Secretary-Treasurer **Wrona Floyd Pierce** (4.4%), executive vice president of Dermott State Bank, Dermott, and a farm operator; **Thomas Clifton Trigg** (10.99%), general manager and 50% owner of Courtney-Trigg Co. (general merchandise), and five others with minority interest. Filed Nov. 20, 1951; granted Oct. 15, 1952.

Bishop, Calif.—Inyo Bcstg. Co. Granted 1230 kc, 250 w fulltime, antenna height 200 ft.; engineering condition. Estimated construction cost $14,915, first year operating cost $24,000, revenue $30,000. Permittee is partnership with principals being **James R. Oliver,** owner of Bcstrs. Network Studios, Beverly Hills, Calif., and radio station management and personnel consultant, and **Stephen A. Cisler,** owner of ⅓ interest in WKYW Louisville, Ky., WXGI Richmond, Va., and WILB Williamsburg, Va., 55% interest in KSMO San Mateo, Calif., 25% interest in WXLW Indianapolis, Ind., and other radio interests. Filed Dec. 3, 1951; granted Oct. 15, 1952.

Cornelia, Ga.—Habersham Bcstg. Co. Granted 1450 kc, 250 w fulltime, antenna height 200 ft.; engineering condition. Estimated construction cost $9,949, first year operating cost $24,000, revenue $36,000. Principals include President **John W. Jacobs Jr.** (45%), general manager WDUN Gainesville, Ga.; Secretary-Treasurer **Claude Williams Jr.** (45%), and nine other Habersham County residents, each with less than 1.5% interest. Filed Aug. 15, 1951; granted Oct. 15, 1952.

Lexington Park, Md.—Patuxent Radio Inc. Granted 1570 kc, 1 kw day, antenna height 194 ft.; engineering conditions. Estimated construction cost $12,370, first year operating cost $31,000, revenue $49,500. Principals include **John H. Mullaney** (88%), Washington (D. C.) consulting engineer; **Harry J. Daly** (6%), Washington (D. C.) attorney, and **(Mrs.) M. H. Daly** (6%), housewife. Filed July 23, 1951; granted Oct. 15, 1952.

Roswell, N. M.—Radio Station KBIM. Granted 910 kc, 1 kw day, antenna height 200 ft.; engineering condition. Estimated construction cost $18,703, first year operating cost $40,000, revenue $60,000. Principals include **Theodore Rozzell,** owner of insurance agency in Clovis, N. M., and **William Paul Brown,** 50% owner of Pauls Chinchilla Ranch, Clovis. Filed May 21, 1951; granted Oct. 15, 1952.

Barnwell, S. C.—Blue Ridge Bcstg. Co. Granted 740 kc, 250 w day; engineering condition. Estimated construction cost $16,130, first year operating cost $35,000, revenue $42,500. Permittee is licensee of **WSNW Seneca, S. C.** Filed Jan. 25, 1952; granted Oct. 15, 1951.

Bennington, Vt. — Catamount Bcstrs. Inc. Granted 1370 kc, 500 w day; engineering condition. Estimated construction cost $11,000, first year operating cost $40,000, revenue $50,000. Principals include President **William H. Eddington** (16.7%), president and treasurer of W. H. Eddington Inc. Chevrolet Auto Sales & Service, Bennington; Treasurer **James Gordon Keyworth** (50%), general manager, chief engineer and ⅓ owner of WMNB North Adams, Mass.; **Nina W. Werblow** (16.7%), housewife; **Francis E. Morrissey** (3.3%), Bennington (Vt.) attorney; **Robert T. Holden** (6.7%); **James Floss Nelson** (3.3%), and **George D. Pierce** (3.3%) (last three are Bennington businessmen). Filed Jan. 29, 1951; granted Oct. 15, 1952.

South Hill, Va.—Mecklenburg Bcstg. Corp. Granted 1370 kc, 1 kw day, antenna height 180 ft.; engineering condition. Estimated construction cost $10,750, first year operating cost $36,000, revenue $48,000. Principals include **John W. Shultz** (49%), secretary-treasurer, general manager and 5% owner of WMVA Martinsville, Va., and **Philip F. Hedrick** (49%), chief engineer for WSJS Winston-Salem, N. C. Filed Dec. 4, 1951; granted Oct. 15, 1952.

TRANSFER GRANTS

KATY San Luis Obispo, Calif. — Granted assignment of license from John R. Rider and Morden R. Buck, d/b as San Luis Bcstg. Co., to KATY: Sweetheart of San Luis Obispo Inc. for $30,000. Principals in assignee include President **Maynard F. Marquardt** (30%), Western Manager and 3% owner of World Bcstg. System (transcription library), Los Angeles, 1st Vice President and 7.5% owner of KWTC Barstow, Calif., and independent real estate buying and selling; Vice President **Glenn Porter** (20%), sound engineer for Paramount Pictures Corp., Hollywood, and independent real estate buying and selling; Secretary **Louis Litten Marquardt** (30%), independent real estate buying and selling, and Treasurer **Mildred Litten Porter** (20%), independent real estate buying and selling. Granted Oct. 15.

WREN Topeka, Kan.—Granted transfer of control from R. C. Jackman, R. R. Jackman, F. C. Jackman and Jean Jackman Carter to **Alf M. Landon,** independent oil operator and applicant for new TV station in Topeka [TV APPLICATIONS, B•T, July 28] and 65% owner of KSCB Liberal, Kan.; his wife, **(Mrs.) Theo C. Landon;** Mr. Landon's mother, **(Mrs.) S. E. Cobb; Margaret Landon Mills,** Mr. Landon's daughter, and Theo C. Landon as guardian of **Nancy Josephine Landon** and **John Cobb Landon,** children of Alf and Theo Landon. Each will hold 16⅔%. Consideration is $2,400 for stock, plus assumption of notes held by Jackman & Jackman totaling $129,000 and purchase of land at transmitter site for $3,500. Granted Oct. 15.

New Applications . . .

AM APPLICATIONS

Warren, Ark.—Lumber Capital Bcstrs. Inc., 800 kc, 250 w day; antenna height 260 ft. Estimated construction cost $12,350, first year operating cost $36,000, revenue $48,000. Principals include President **Thomas F. Alford** (20%), vice president and 20% owner of KDAS Malvern, Ark.; 1st Vice President **Freida F. Segal** (30%), 2½% owner of WGVM Greenville, Miss.; 2nd Vice President **Edward Codel** (30%), 46½% owner of WGVM, and Secretary-Treasurer **Edward M. Guss** (20%), 10% owner of KDAS. Filed Oct. 16.

Gulfport, Miss.—Joe T. Van Sandt, 1540 kc, 1 kw day; antenna height 160 ft. Estimated construction cost $7,500, first year operating cost $36,000, revenue $46,000. Sole owner of applicant is **Joe T. Van Sandt,** president, general manager and 66⅔% owner of WJOI-AM-FM Florence, Ala. Filed Oct. 16.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Rush

PIECE A-PUDDIN'

On Records: **Jo Stafford-Frankie Laine—Columbia; Red Saunders—Okeh; Bell Sisters-Phil Harris—Victor.**

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

ENGINEERS at the 12th TV Technical Training Program sponsored by the RCA Engineering Products Dept. examine a new uhf TV antenna at the RCA Victor plant, Camden, N. J. L to r: Norman D. Webster, McClatchy Broadcasting Co., Sacramento; Sam Margolin, KBIG Avalon, Calif.; E. R. Frost, RCA; Ernest G. Lindemann, KGMB Honolulu; J. Gimbel, TransAmerican Television, Philadelphia, and Walter Wilson, KMYR Denver.

Post-Thaw Grants Now 78

(Continued from page 65)

were absent from the meeting. They were attending the fall meeting of the Radio Technical Commission for Marine Services at New Orleans.

Grantees of new TV stations authorized by the Commission earlier continue to report developments as to expected commencement dates and construction plans.

KHQ-TV Spokane, authorized vhf Channel 6 with ERP of 100 kw, "will be on the air soon after the New Year," according to Richard O. Dunning, president and general manager. It is an NBC affiliate.

General Electric has completed the station's transmitter and antenna, it was stated, and the antenna was expected to be delivered late last week for installation on top of KHQ-AM's 826-ft. tower on Moran Prairie. This will take about 15 working days.

Ground-breaking for construction of KHQ-TV's temporary transmitter and studio buildings took place Oct. 10, to be completed in early November, Mr. Dunning reported. Transmittter installation is set for early December.

March or April is the expected commencement date for KGNC-TV Amarillo, assigned vhf Channel 4 with 100 kw ERP. Construction already is underway at the transmitter site, according to Tom Kritser, secretary-treasurer and general manager. RCA equipment will be used.

May 1 is target date for the City of St. Petersburg's WSUN-TV, it was reported by George Robinson, general manager. Station is assigned uhf Channel 38 with ERP of 38 kw.

WILK-TV Wilkes-Barre, Pa., uhf Channel 34 grantee, plans to get on the air sometime in January with a 12-kw GE transmitter, according to Thomas P. Shelburne, general manager.

WEEK-TV Peoria, Ill., uhf Channel 43 grantee, expected to go on the air with interim operation Dec. 15 using a 100-w GE transmitter until the regular 12-kw unit is delivered in March, General Manager Fred C. Mueller reported.

Building to house transmitter and film rooms is to be completed by Nov. 1, Mr. Mueller said, and the TV tower should be completed by Nov. 15. There are about 17,000 vhf set owners in one part of WEEK-TV's area who presently are receiving fringe area service from other stations, he indicated, and local dealers report that uhf conversion of these sets will be completed by the time WEEK-TV goes on the air.

Dec. 15 also is expected commencement date for WROV-TV Roanoke, Va., assigned uhf Channel 27, according to Manager Frank E. Koehler. Date is the sixth anniversary of WROV, an ABC and MBS affiliate. The station has been conducting closed circuit promotion shows at local events, handled by James Robertson, newly appointed head of the engineering department.

WKST-TV New Castle, Pa., plans to commence in January on uhf Channel 45, it was reported by S. W. Townsend, president. RCA equipment is expected in December. Transmitter will be installed at the present WKST plant with the TV antenna located on one of the AM towers. WKST studios are being readied for the TV equipment, he said.

WISC Asks Reshuffle

FCC was asked last week to reconsider its refusal to reallocate vhf Channel 3 in Madison, Wis., to non-commercial, educational use, leaving the three uhf channels assigned there for commercial use. The petitioner, Radio Wisconsin Inc. (WISC), a TV applicant there, maintains the present assignment of the single vhf channel and two uhf channels for commerical use gives the vhf recipient an unfair advantage. The petitioner would allocate uhf Channels 21, 27 and 33 for commercial use. Channel 21 at present is a non-commercial educational allocation.

XUM

TV Grants and Applications

(Continued from page 66)

struction cost $238,100, first year operating cost $148,000, revenue $165,000. Post Office address Station WGNI, Wilmington, N. C. Studio location 200 block of North Second St. Transmitter location on west side of North Carolina Highway 74-76, just south of drawbridge over northwest branch of Cape Fear River, 0.7 mi. west of Wilmington business area. Geographic coordinates 34° 14' 24" N. Lat., 77° 57' 33" W. Long. Transmitter and antenna RCA. Legal counsel John G. Dawson, Kinston, N. C. Consulting engineer George C. Davis, Washington. Principals include **J. S. Brody** (48%), president, general manager and 49% owner of WGNI; **Leo Brody** (48%), vice president and 25% owner of WGNI, and **Fred L. Hart** (4%), secretary-treasurer and 8% owner of WGNI. City priority status: Gr. A-2, No. 93.

ERIE, Pa.—Civic Television Inc., uhf Ch. 35 (596-602) mc); ERP 20 kw visual, 10 kw aural; antenna height above average terrain 418 ft., above ground 248 ft. Estimated construction cost $186,991, first year operating cost $192,840, revenue $350,000. Post Office address 114 Engineers Bldg., Cleveland 15, Ohio. Studio location to be determined. Transmitter location near intersection of New Donation and Root Roads, 5.3 mi. SW of center of Erie, Pa., 2 mi. east of WERC transmitter. Geographic coordinates 42° 04' 05" N. Lat., 80° 00' 15" W. Long. Transmitter RCA, antenna GE. Legal counsel Karl Smith, Washington. Consulting engineer R. Morris Pierce, Cleveland, Ohio. Principals include President **Ralph G. Rehor** (5%), president and owner of American Screw Products, Cleveland, and R. G. Rehor Properties (real estate), Cleveland; Vice President **Frederick C. Wolf** (22.5%), owner of Cleveland Recording Co. and 27.3% owner of WDOK Cleveland; Vice President **Walberg L. Brown** (5%), vice president of WDOK; Secretary **E. J. Sklenicka** (5%), secretary of WDOK; Treasurer **William S. Hlavin** (5%), president and 50% owner of Transformer Engineering Co., Cleveland; **R. Morris Pierce** (22.5%), president and 27.3% owner of WDOK and 30% owner of Station View Realty Co., Cleveland; **Emil J. Jelinek** (5%), 50% owner of Jelinek's Men & Boy's Wear, Cleveland, and **Jerry J. Smid** (5%), vice president and 50% owner of Transformer Engineering Co. City priority status: Gr. B-2, No. 145.

PROVIDENCE, R. I.—Hope Bcstg. Co., vhf Ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 507 ft., above ground 449 ft. Estimated construction cost $624,000, first year operating cost $575,000, revenue $630,000. Post Office address 731 Hospital Trust Bldg., Providence, R. I. Studio location 208 Weybosset St. Transmitter location Pine St., Rehoboth, Mass. Geographic coordinates 41° 51' 39" N. Lat., 71° 17' 27" W. Long. Transmitter and antenna GE. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer Henry H. Tilley, Providence. Principals include President **John B. Poor** (6.4%), partner in Boston law firm of Dalton & Poor, and counsel, director and member of executive committee of General Teleradio Inc. (licensee of WEAN Providence, WOR-AM-FM-TV New York, KHJ-AM-FM-TV Los Angeles, WNAC-AM-FM-TV Boston, KFRC San Francisco and applicant for new TV station there, KGB San Diego, WONS Hartford and WGTR (FM) Worcester); Vice President **Malcolm G. Chace** (36%), president and treasurer of Berkshire Fine Spinning Assoc. Inc.; Treasurer **Arnold B. Chace** (36%), president of Realty Operators Corp., Providence; Secretary **John H. McMahon** (16%), chairman of the board of Berkshire Fine Spinning Assoc. Inc.; **Mowry Lowe** (2.8%), general manager of WEAN Providence, and **Henry H. Tilley** (2.8%), chief engineer of WEAN. City priority status: Gr. B-5, No. 206.

GREENVILLE, S. C. — Greenville Television Co., uhf Ch. 23 (524-530 mc); ERP 22.1 kw visual, 11.1 kw aural; antenna height above average terrain 1,142 ft., above ground 149 ft. Estimated construction cost $177,991, first year operating cost $200,000, revenue $220,000. Post Office address Calhoun Towers, Greenville, S. C. Studio location Calhoun Towers. Transmitter location peak of Paris Mtn., 4 mi. north of Greenville. Geographic coordinates 34° 56' 27" N. Lat., 82° 24' 33" W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include partners **Robert M. Caine** (15%), real estate, mortgage loan and general insurance; **Edgar M. Norris** (10%), investment firm owner; **Calvin F. Teague** (10%), real estate and apartment operation; **Vivian M. Manning** (10%), stocks and bonds broker-dealer; **Hugh Kerr Aiken** (10%), paint mfr.; and, **Keitt Hane Smith, Joseph I. Converse, Camille M. Manning, W. W. Pate, M. B. Crigler, E. E. Scott, R. Boykin Curry Jr., Burnett R. Maybank Jr.** and **Wesley M. Walker,** each 5% interest (all are Greenville residents except Mr. Curry, who is Greenwood, S. C., resident). City priority status: Gr. A-2, No. 68.

PORTSMOUTH, Va.—Portsmouth Radio Corp. (WSAP), uhf Ch. 27 (548-554 mc); ERP 189.5 kw visual, 94.75 kw aural; antenna height above average terrain 316 ft., above ground 341 ft. Estimated construction cost $322,000, first year operating cost $250,000, revenue $350,000. Post Office address P. O. Box 577, Portsmouth, Va. Studio and transmitter location 1318 Spratley St., Portsmouth. Geographic coordinates 35° 50' 40" N. Lat., 76° 18' 57" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Geo. C. Davis, Washington. Principals include President **Tom E. Gilman** (16%), 1st Vice President **J. L. Norfleet** (4.2%), 2nd Vice President **Admiral H. D. Clark** (0.3%), Secretary-Treasurer **Dr. L. A. McAlpine** (18.8%), **W. K. Hodges** (8.2%), **Dr. J. W. Abbitt** (7.9%) and **Mrs. Jean Simpson (Sharp)** (6.4%). City priority status: Gr. B-4, No. 189.

MILWAUKEE, Wis. — WCAN-TV (WCAN), vhf Ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 478 ft., above ground 496 ft. Estimated construction cost $475,433, first year operating cost $453,280, revenue $705,000. Post Office address 723 North Third St., Milwaukee, Wis. Studio location 723 North Third St. Transmitter location 11800 West Grange Ave., at site of WCAN (AM). Geographic coordinates 42° 56' 44" N. Lat., 88° 03' 33" W. Long. Transmitter and antenna RCA. Legal counsel Phillip Baker, Washington. Consulting engineer Russell P. May, Washington. Principals include partners **Lou Poller** (⅓), owner of WPWA Chester, Pa., president and 51% owner of WARL-AM-FM Arlington, Va., and president and 27.1% owner of WCAN; **Cy Blumenthal** (⅓), sales manager, treasurer and 39% owner of WARL, and vice president and 27.1% owner of WCAN, and **Alex Rosenman** (⅓), secretary-treasurer and 27.1% owner of WCAN. City priority status: Gr. B-4, No. 182.

WAUSAU, Wis. — Wisconsin Valley Television Corp., vhf Ch. 7 (174-180 mc); ERP 100.5 kw visual, 60.4 kw aural. Estimated construction cost $260,379, first year operating cost $250,000, revenue $250,000. Post Office address c/o A. F. Berner, Station WATK, Antigo, Wis. Legal counsel Cohn & Marks, Washington. Consulting engineer Walter F. Kean, Riverside, Ill. Principals include President **John C. Sturtevant,** Vice President **George T. Frechette,** Secretary **Artemas F. Berner,** Treasurer **Howard A. Quirt, Walter B. Chilsen** and **Clifford G. Ferris.** Stockholders include **Antigo Bcstg. Co.** (licensee of WATK Antigo) (5 5/9%), stock voted by Mr. Berner; **Berner Bros. Pub. Co.** (publisher of Antigo daily newspaper) (5 5/9%), partnership composed of Mr. Berner and **Henry L. Berner,** each of whom owns 50%; **Rhinelander Pub. Co.** (publisher of Rhinelander, Wis., daily newspaper) (11 1/9%), voted by Mr. Ferris; **Wisconsin Rapids Tribune Co.** (publisher of daily newspaper in Wisconsin Radids, Wis.) (8⅓%), stock voted by Mr. Frechette and **William F. Huffman Jr.; William F. Huffman Radio Inc.** (licensee of WFHR-AM-FM Wisconsin Rapids) (8⅓%), stock voted by Messrs. Frechette and Huffman; **Record Herald Co.** (publisher of daily newspaper in Wausau, Wis.) (33⅓%), stock voted by Mr. Sturtevant; **Merrill Pub. Co.** (publisher of daily newspaper in Merrill, Wis.) (11 1/9%), stock voted by Mr. Chilsen, and **News Pub. Co.** (publisher of daily newspaper in Marshfield, Wis.) (16⅔%), stock voted by Mr. Quirt. City priority status: Gr. A-2, No. 160. NOTE: Application incomplete; engineering sections not filed.

APPLICATIONS MODIFIED

SACRAMENTO, Calif.—Maria Helen Alvarez (modification of application), uhf Ch. 40 (636-642 mc). To change ERP to 265 kw visual, 138 kw aural; antenna height above average terrain to 1,147 ft. Change transmitter make to GE. [For application, see TV APPLICATIONS, B•T, July 28.] City priority status: Gr. A-2, No. 11.

TAMPA, Fla.—Tampa Television Co. (modification of application), vhf Ch. 13 (210-216 mc). Change antenna height above average terrain to 793 ft. and change antenna system. Change transmitter location to Providence Road, about 0.3 mi. north of Bloomington Ave., near Tampa. [For application, see TV APPLICATIONS, B•T, Sept. 29.] City priority status: Gr. A-2, No. 3.

COLUMBUS, Ga.—Martin Theatres of Georgia Inc. and Radio Columbus Inc. (WDAK), d/b as Television Columbus (modification of application), uhf Ch. 28 (554-560 mc). Change ERP to 49.8 kw aural and change type of antenna. [For application, see TV APPLICATIONS, B•T, Sept. 29.] City priority status: Gr. A-2, No. 42.

MUNCIE, Ind.—Tri City Radio Corp. (WLBC) (modification of application), uhf Ch. 49 (680-686 mc). Change ERP to 16.3 kw visual, 8.15 kw aural; antenna height above average terrain 497 ft., above ground 542 ft. Change studio and transmitter location to 2 mi. west of junction of State Road 21 and State Roads 3 and 67, south of Muncie. Change geographical coordinates to 40° 09' 01" N. Lat., 85° 22' 45" W. Long. [For application and previous modification, see TV APPLICATIONS, B•T, Sept. 22, June 16.] City priority status: Gr. A-2, No. 67.

BATON ROUGE, La.—Air Waves Inc. (WLCS) (modification of application). Change to vhf Ch. 2 (54-60 mc); ERP 100 kw visual, 56.49 kw aural; antenna height above average terrain 490 ft., above ground 510 ft. Change estimated construction cost to $426,735. [For application, see TV APPLICATIONS, B•T, July 7.] City priority status: Gr. A-2, No. 19.

WORCESTER, Mass.—Wilson Enterprises Inc. (WAAB) (modification of application), uhf Ch. 20. Change ERP to 235 kw visual, 152 kw aural; antenna height above average terrain 875 ft., above ground 304 ft. Change estimated construction cost to $233,088, first year operating cost to $275,000, revenue to $285,000. Change geographic coordinates to 42° 18' 11" N. Lat., 71° 53' 52" W. Long. Purchase of WAAB by Wilson Enterprises Inc. approved by FCC; hence, applicant now is licensee of that station. [For application, see TV APPLICATIONS, B•T, Sept. 15.] City priority status: Gr. B-1, No. 110.

MERIDIAN, Miss.—Southern Television Corp. (WTOK) (modification of application), vhf Ch. 11 (198-204 mc). Change ERP to 31.2 kw visual, 16.8 kw aural; antenna height above average terrain 584 ft. and change antenna system. [For application, see TV APPLICATIONS, B•T, July 7.] City priority status: Gr. A-2, No. 101.

WARREN, Ohio—The Warren Tribune Radio Station Inc. (WHHH) (modification of application). Change to uhf Ch. 67 (788-794 mc); ERP 80.4 kw visual, 42.6 kw aural; antenna height above average terrain 509 ft., above ground 514 ft. Transmitter location on SE corner at intersection of Ridge Road and Youngstown Road. Geographical coordinates 41° 13' 07" N. Lat., 80° 46' 46" W. Long. Transmitter and antenna GE. [For application, see TV APPLICATIONS, B•T, July 28.] City priority status: Gr. A-2, No. 80.

ZANESVILLE, Ohio — Southeastern Ohio Television System (modification of application), uhf Ch. 50 (686-692 mc). Change ERP to 92.1 kw visual, 52.1 kw aural; antenna height above average terrain to 535 ft. and change antenna system. [For application, see TV APPLICATIONS, B•T, June 30.] City priority status: Gr. A-2, No. 107.

PORTLAND, Ore.—Northwest Television & Bcstg. Co. (modification of application), vhf Ch. 12 (204-210 mc). Change ERP to 316 kw visual, 158 kw aural. Change antenna height above average terrain to 1,021 ft. [For application, see TV APPLICATIONS, B•T, July 28.] City priority status: Gr. A-2, No. 2.

HARRISBURG, Pa. — Harrisburg Bcstrs. Inc. (modification of application), uhf Ch. 71 (812-818 mc). Change ERP to 220 kw visual, 110 kw aural. Change studio location to corner of Hoffman and Alrick Streets. [For application, see TV APPLICATIONS, B•T, July 21.] City priority status: Gr. B-1, No. 8.

HARRISBURG, Pa.—Kendrick Bcstg. Co. (WHGB) (modification of application), uhf Ch. 27 (548-554 mc). Change ERP to 106 kw visual, 63.6 kw aural. Change transmitter to RCA. [For application, see TV APPLICATIONS, B•T, July 7.] City priority status: Gr. B-1, No. 8.

HARRISBURG, Pa.—Rossmoyne Corp. (WCMB Lemoyne, Pa.) (modification of application), uhf Ch. 27 (548-554 mc). Change ERP to 98.9 kw visual, 49.5 kw aural; antenna height above average terrain to 784 ft., above ground to 250 ft. Designate studio location as 228 North Court St., Harrisburg. [For application, see TV APPLICATIONS, B•T, July 7.] City priority status: Gr. B-1, No. 8.

PHILADELPHIA, Pa.—Pennsylvania Bcstg. Co. (WIP) (modification of amended application), uhf Ch. 29 (560-566 mc). Change ERP to 274 kw visual. Change transmitter location to Waverly Road, Hillcrest, Pa. Change antenna height above average terrain to 802 ft. [For application, see TV APPLICATIONS, B•T, June 23.] City priority status: Gr. B-2, No. 160.

PHILADELPHIA, Pa.—Westinghouse Radio Stations Inc. (KYW) (modification of amended application), vhf Ch. 17 (488-494 mc). By-laws and list of directors of company amended. No other changes. [For application, see TV APPLICATIONS, B•T, June 30.] City priority status: Gr. B-2, No. 160.

EXISTING STATIONS

Changes Requested

KPIX (TV) SAN FRANCISCO, Calif.—Mod. CP (which authorized changes in existing station) to change ERP to 100 kw visual, 50 kw aural.

WDEL-TV WILMINGTON, Del.—Requests CP (to change to vhf Ch. 12 (204-210 mc); ERP 2.5 kw visual, 1.25 kw aural; antenna height above average terrain 882 ft. (Change pursuant to FCC Memorandum Opinion & Order of Sept. 16.) Channel change conforms to provisions of Sixth Report, B•T, April 14.)

WMBR-TV JACKSONVILLE, Fla.—Mod. CP to change ERP to 60 kw visual and amended application to comply with provision of Sixth Report & Order.

WSEE-TV FALL RIVER, Mass.—Mod. CP (which authorized new TV station) to designate studio location as Hambly Road, Tiverton, R. I.

WHEN (TV) SYRACUSE, N. Y.—Mod. CP (which authorized construction of TV station) to change ERP to 190 kw visual, 102 kw aural.

WBTV (TV) CHARLOTTE, N. C.—Change ERP to 60 kw visual; antenna height above average terrain 1,073 ft.

KOTV (TV) TULSA, Okla.—Mod. license to change name to Wrather-Alvarez Inc.

KPRC-TV HOUSTON, Tex.—CP to change ERP to 100 kw visual, 50 kw aural; antenna height above average terrain 635 ft., above ground 686 ft. Estimated cost of change $863,376 (includes all new buildings and equipment; former studio equipment, buildings, etc., donated to Houston Board of Education). Change transmitter location to 3014 South Post Oak Road. Geographical coordinates 29° 44' 02" N. Lat., 95° 27' 42" W. Long. Transmitter GE, antenna RCA.

'VICTORY AT SEA'

BBC to Telecast NBC Film

BRITISH Broadcasting Corp. will telecast *Victory at Sea*, the joint NBC-U. S. Navy public service documentary film series, starting Oct. 27, the day after the program opens on NBC-TV.

Formal presentation of the film will be made to BBC this week by NBC Vice President Robert W. Sarnoff, who flies to London for the occasion.

Preview of two episodes was presented last week for officials of the U. S. Navy, RCA and NBC at the Anacostia Naval Station in Washington.

Attending the showing were Brig. Gen. David Sarnoff, RCA board chairman; Joseph H. McConnell, NBC president; Robert W. Sarnoff, vice president in charge of NBC's TV film division; Adm. William M. Fechteler, Chief of Naval Operations; John F. Floberg, Assistant Secretary of the Navy for Air; Herbert Askins, Assistant Secretary of the Navy; and Gen. L. C. Shepherd Jr., Commandant of the U. S. Marine Corps.

at deadline

MOVIE PEOPLE URGE THEATRE TV FREQUENCIES

THEATRE TV needs its own frequencies because no one else can do it as well and as cheaply. That is meat of motion picture interests' position on eve of hearing before FCC *en banc* which begins today (Monday) at National Museum in Washington as expressed at news conference in Washington Friday.

Expected to run for two weeks, hearings will concern themselves solely with technical and cost phases of issues. Subsequent hearing, scheduled to begin Jan. 12, will treat with lay testimony and cross-examination.

Essentially, theatre TV adherents—notably Motion Picture Assn. of America and National Exhibitors Theatre TV Committee (comprising exhibitors) seek to prove that 400 mc band in microwave region (about 6-7,000 mc) is needed to provide four 10-mc channels for theatre TV system capable of delivering 35mm-quality picture on movie screens. Also, they will attempt to show that AT&T can't provide these facilities now and for good long time and that even if it could charges would be exorbitant.

No conflict exists between home TV and theatre TV, proponents will insist. Theatre TV will supplement home TV, not compete with it, they will say.

Scheduled to testify during next two weeks are following:

Earl I. Sponable, 20th Century-Fox; Paul Raibourn and Richard Hodgson, Paramount; John W. Clark, Varian Associates (tube makers); Skipwith W. Athey, General Precision Lab.

Also engineers Stuart L. Bailey, Jansky & Bailey; and Frank H. McIntosh and Andrew F. Inglis, McIntosh & Inglis; and attorneys James Lawrence Fly, Vincent B. Welch and Marcus Cohn.

YOUNGSTOWN PROTEST

PROTEST against uncontested grant of Youngstown's uhf Channel 21 to Polan Industries [B•T, Sept. 29] was registered with FCC Friday by Valley Television Co. This is first protest made under revised Sec. 309(c) of Communications Act following passage of McFarland Act. FCC is required to answer complaint within 15 days. In protest, Valley Television asked that FCC rescind Polan grant and set both it and Polan for hearing. Valley Television also declared Polan Industries not qualified for grant. In previous request, Valley Television petitioned for reconsideration but Commission dismissed claim on ground that Polan grant was not premature and that Valley Television had not controverted Polan application.

UPT EARNINGS REPORT

ESTIMATED earnings of United Paramount Theatres for first nine months of 1952 totaled $5,435,000 including $1,465,000 in capital gains, as against $9,537,000, including capital gains of $3,483,000, for same period last year, President Leonard H. Goldenson announced Friday.

Report noted that proposed merger of UPT and ABC is still awaiting FCC approval. Also pointed out that UPT operating companies have added Theatre TV equipment in Dallas and Houston and that other installations are under way in Los Angeles, Salt Lake City and Buffalo. Theatre telecast of Walcott-Marciano boxing bout was carried in eight UPT subsidiary theatres and results were "good." During third quarter of year, he said, UPT disposed of 24 theatres, of which 10 were by termination of joint interests.

CONVENTION LISTENERS

REPORT showing 64.3% of U. S. homes heard radio coverage of at least one session of Democratic National Convention, compared to 60.8% in case of Republican conclave, was released Friday by A. C. Nielsen Co. Listening of less than six minutes' duration not counted. Democratic convention figure represented 27,520,000 homes; GOP 26,000,022. Average home tuned 3 GOP sessions, 3.1 Democratic sessions (day being divided into two "sessions": one, daytime to 6 p.m.; other, evening after 6 p.m.).

FPA, SAG NEGOTIATIONS

FILM PRODUCERS Assn. of New York and Screen Actors Guild will resume negotiations tomorrow (Tuesday) on contract covering actors in filmed spot commercials. Parties met three times last week to attempt to set up formula to solve such questions as actors completing several spot [illegible] for re-issue. SAG and FPA are reported in agreement on bonus after re-issue following 13 or 26-week period depending on area. Parties seeking formula for payment above $70 scale per day if actor completes more than one spot with SAG asking for percentage higher than FPA claims it can afford to meet.

SELL MEDIUM AS WHOLE

RADIO broadcasting industry has banded together behind concept of selling medium as whole as well as stations individually, R. David Kimble, BAB national promotion director, told advertisers and advertising agency executives attending Friday's opening session of Ohio U.'s ninth annual Advertising & Sales Promotion Conference in Columbus. This approach, Mr. Kimble declared, has resulted in advertisers placing more stress on sales results, rather than competitive ratings, in judging effectiveness of advertising.

REPUBLICANS SPONSOR

FEDERATION of Women's Republican Clubs of New York state sponsoring discussion of *Youth Deserves a Future*, from 6:30-6:45 p.m. EST today (Monday) over seven NBC-affiliated radio stations in New York state.

NCAA BASKETBALL BAN?

DePAUL U., Chicago, which has highly-successful basketball squad, has petitioned National Collegiate Athletic Assn. for same protective treatment from TV it gives football. Chicago lawyer Arthur Morse, DePaul graduate manager of athletics, has asked problem be placed on NCAA convention agenda in January (see earlier story). He says NCAA as all-athletic body should be as interested in aiding college cage teams as football squads. He claims DePaul, which plays top teams at Chicago Stadium without TV, is losing revenue to competing teams who appear on TV.

PEOPLE...

ALEX SHERWOOD, who resigned recently as vice president of Standard Radio Transcription Services [B•T, Oct. 6], has joined WCSS Amsterdam, N. Y., as general manager.

THEODORE R. KUPFERMAN, of NBC legal department, elected secretary of Federal Bar Assn. of New York, New Jersey and Connecticut.

BILL EYNON, director of radio and television, Dowd, Redfield & Johnstone, N. Y., to St. George & Keyes, same city, as account executive.

WAAF, WAIT CHANGES

GEORGE HALLEMAN has resigned as general manager of WAAF Chicago and will move to West Coast to go into restaurant business. Before joining station 1½ years ago he worked as national radio and TV spot salesman at NBC Chicago. He is succeeded by Tom Davis, who resigns as manager of WAIT there. Mr. Davis was general manager of WAAF for three years preceding Mr. Halleman's joining station. Earl Withrow becomes general manager of WAIT. He worked some time ago as program executive there.

'Scare Tactics'

(Continued from page 5)

under no compulsion to supply data in response to telegraphed or mailed inquiries from private sources.

Mr. Ball had filed petition with FCC Oct. 3 calling on Commission to conduct investigation and then act to protect public interest. He had charged big corporations were cooperating with GOP by relinquishing their choice time for election programming [B•T, Oct. 6].

FCC had informed Mr. Ball it could make no determination because petition did not give specific facts.

Mr. Ball's latest telegram to stations said, "In response to our protest to the FCC against the projected Republican spot radio and TV blitz campaign, the FCC has advised that it will need additional information before taking action."

This sentence apparently was responsible for the expressed belief that the Democratic group was deftly injecting FCC into its request to stations as means of intimidating them into supplying quick and complete replies.

Told of this reaction, Mr. Ball said, "We simply didn't have enough specific information for the Commission in our petition and we are asking for the facts."

Of about 30 replies received Friday afternoon, several refused to give requested information, Mr. Ball said, adding that none had refused to make time available and most of telegraphed replies definitely offered to provide time to Democrats.

Mr. Ball said he hopes "to obtain full information on how the blitz was carried out," feeling that replies already received "seem to confirm existence of a Republican blitz."

Telegram sent to stations by Mr. Ball contained these requests:

"In order that we can supply this information we request that you furnish us immediately, first, a statement of all time you have sold either to the Republican National Committee or to any citizens committee or local or state committee or group working for the Republican Presidential ticket.

"Second, whether you are in a position and prepared to make available to us during the next two weeks equal time under similar circumstances and conditions."

XUM

IN THE HEART OF AMERICA...

It's The

KMBC KFRM

Team and It's

Wholehearted and "Wise"

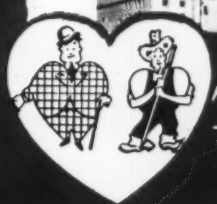
*"Women-Wise"...**

KMBC-KFRM is wise in the ways of a woman. So is Bea Johnson, newly appointed KMBC-KFRM Director of Women's programs and conductress of the "Happy Home," (8:30-9:00 AM, Monday through Friday). But that's not all. *Women in the Heart of America know all about Bea Johnson, too.* They know her as housewife and mother, and one whose wide experience can provide them with the answers to their problems. That is the reason why they requested her return to the air. As Joanne Taylor on KMBC from 1936 to 1941, she was one of their all-time favorites.

So now, more than ever before, the relationship between The KMBC-KFRM Team and the women of the Kansas City Primary Trade Area exists as a very effective cycle. These women are well acquainted with Bea Johnson. Bea and The Team are likewise well aware of the wishes of these listeners and are first to supply them with the program material that they want. The association of Bea Johnson, KMBC-KFRM and the lady listeners is an unbeatable combination—for the advertiser. Bea's sincere recommendation coupled with the prestige of KMBC-KFRM is certain to make sales of any product or service carried on "Happy Home."

* This is the third of a series on The KMBC-KFRM know-how which spells dominance in the Heart of America.

Call KMBC-KFRM or Free & Peters for the story of Bea and the "Happy Home." BE WISE—REALIZE...that to sell the Whole Heart of America Wholeheartedly, it's "Happy Home" on...

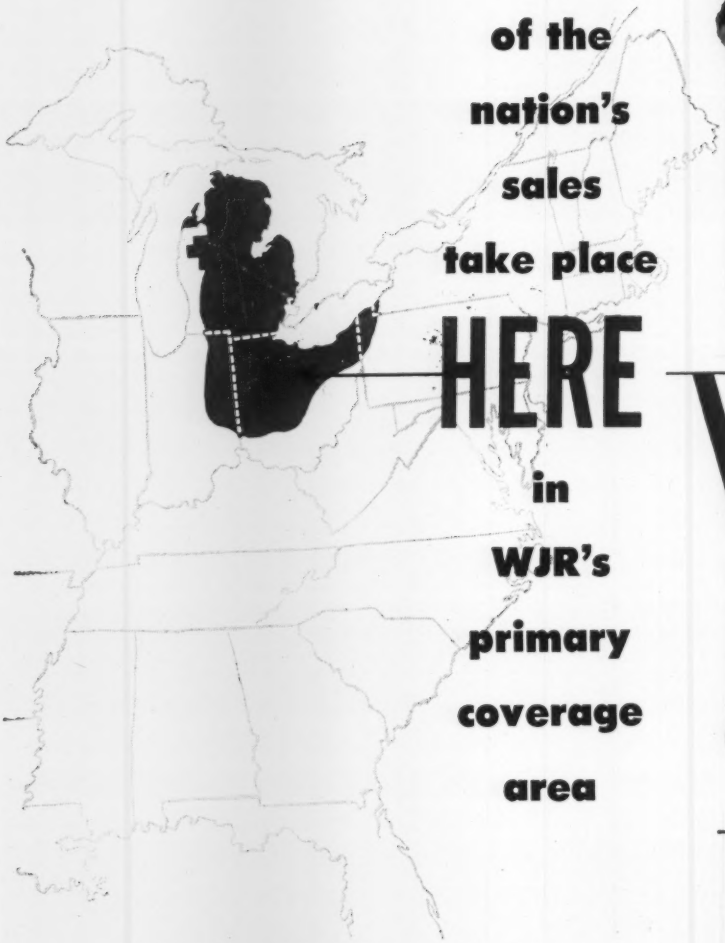


The **KMBC-KFRM** *Team*

CBS RADIO FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY

almost 10% of the nation's sales take place HERE in WJR's primary coverage area

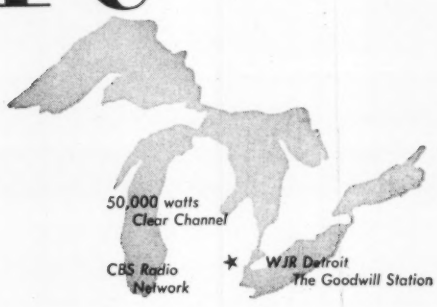


WJR ... the GREAT VOICE of the GREAT LAKES

WJR MARKET DATA
(Primary Coverage Area)

		% of U.S. Total
Population	12,601,300	8.3
Radio Homes	3,784,170	8.1
Retail Sales	$13,613,431,000	9.3
Food Sales	$ 3,266,766,000	9.4
Drug Sales	$ 464,447,000	10.3
Filling Station Sales	$ 739,614,000	10.1
Passenger Car Registrations	4,116,934	10.2

Almost 10% of the total U. S. (national) sales are made within WJR's primary signal area. Get your share of sales in this rich market. When you set your budgets and plan your schedules, use WJR, the *only single medium* that reaches this entire market EFFECTIVELY AND ECONOMICALLY! Contact WJR or your Christal representative today!



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